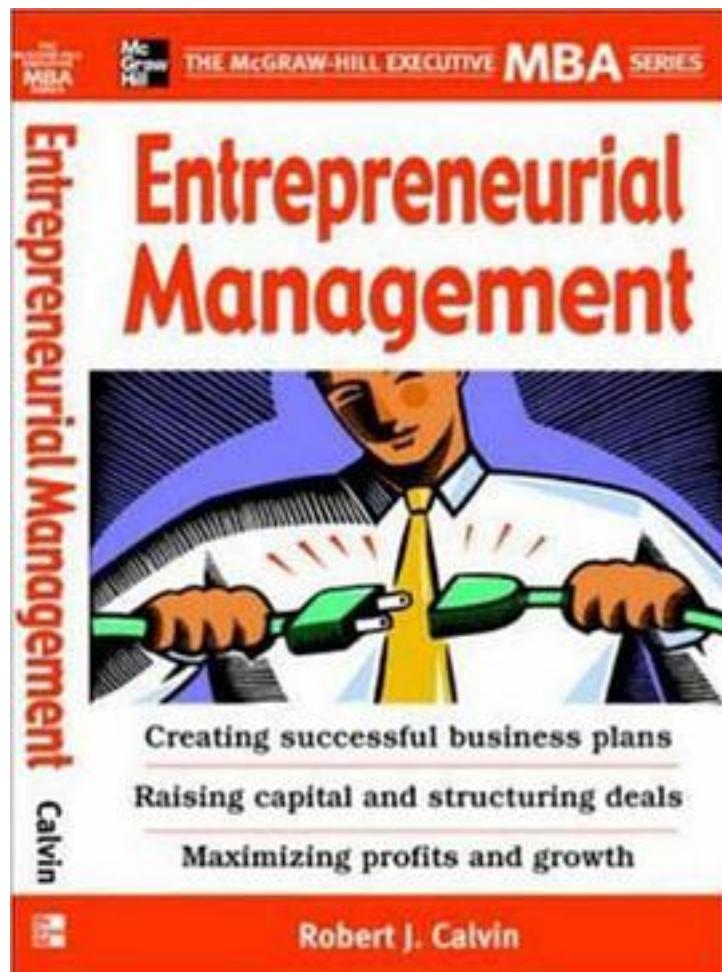


Entrepreneurial Management



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Book Description

From spotting the right opportunity and writing a successful business plan to raising capital, enhancing productivity, and building customer loyalty, Entrepreneurial Management helps budding entrepreneurs master the planning and growth issues required to make any new business a success.

From the Back Cover

A one-volume, MBA-level course for developing, launching, and growing a new business venture

Entrepreneurial Management details the tactical and strategic issues that are essential to starting a new business, from spotting the right opportunity to raising capital, enhancing productivity, building customer loyalty, and more.

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- * Models for writing a clear and convincing business or strategic plan
- * Techniques for targeting, evaluating, and obtaining alternate sources of financing
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