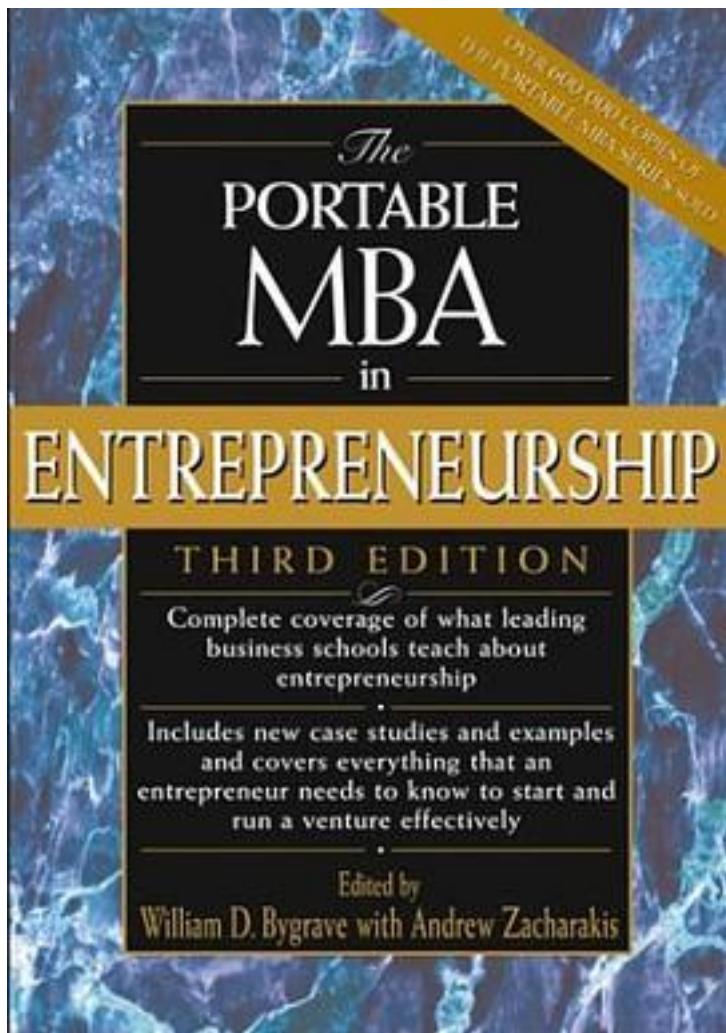


# The Portable MBA in Entrepreneurship



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This new and updated third edition equips real-world entrepreneurs with the same

state-of-the-art business knowledge and information taught to MBA candidates in top business schools. Within this book you'll find all the entrepreneurial advice you need to run a business: recognizing great entrepreneurial opportunities; writing a business plan and building your financial statements; securing financing with venture capital or debt financing; franchising your business; managing a growing business; protecting intellectual property; and, selling a business when the time comes.

作者介绍:

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**标签**

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**评论**

选修课组长要求借这本书。其实这书就是一本通俗读物而已。

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**书评**

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