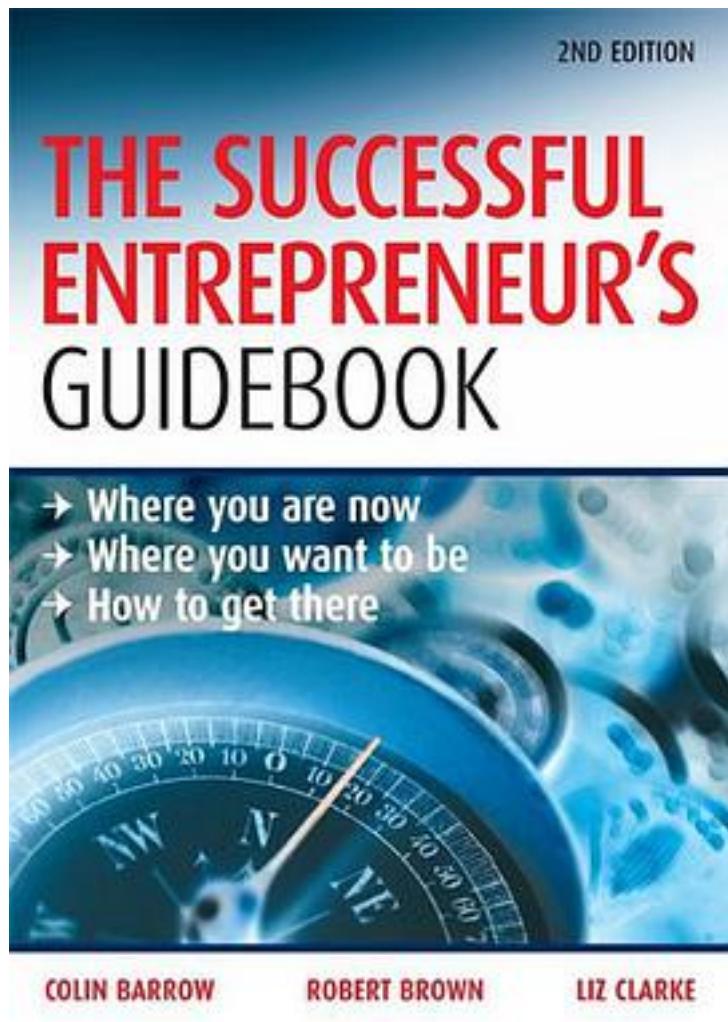


The Successful Entrepreneur's Guidebook



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This complete guide to strategy, finance and management for the small business

owner is broken down into three key sections: Where you are now, where you want to be and how to get there. Now in its second edition (previously released as "The Business Enterprise Handbook"), it explores the characteristics of "champion" enterprises and helps entrepreneurs develop professionally and grow their businesses. Based on research that analyzed the experiences of some 15,000 firms, the book contains the best ways to achieve profitable growth. The authors chart the problems that owner-managed businesses are likely to encounter and suggest ways to anticipate and resolve them. Packed with helpful assignments, topical case studies and a well-balanced use of management models, it enables entrepreneurs to examine their businesses now, determine where they want to take their business and create a business plan to take them there.

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