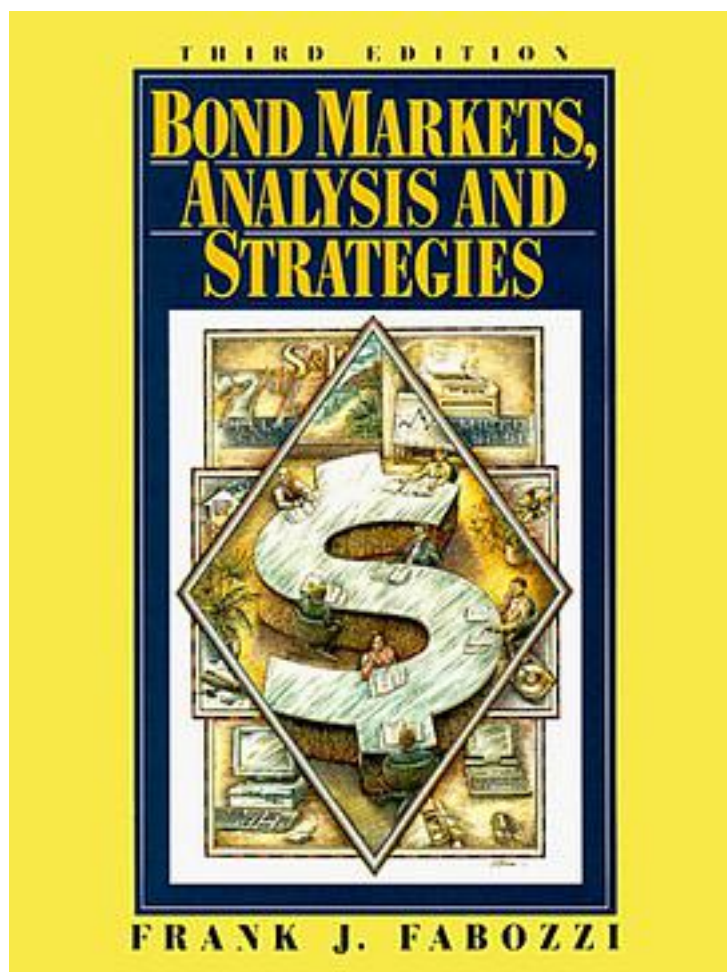


Bond Markets



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For undergraduate-level courses in Small Business Management/Entrepreneurship, New Enterprise Management. Exceptionally how-to, hands-on, and real-world in

approach, this guide to starting a small business walks students step-by-step through a unique entrepreneurial model that fully integrates and explains the interrelationships of the functional areas of business with the human relationship elements. Practical and insightful at every step, it reflects the author's extensive personal experience as an owner and manager of small businesses and as a small business consultant, and features profiles of real entrepreneurs engaged in the challenges of starting and managing a variety of small businesses.

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