

Entrepreneurship in Action



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Fun, contemporary, and easy to read, this book conveys the excitement and reality of entrepreneurship. Coulter focuses on the actual tasks and activities of the entrepreneur--from researching venture feasibility, to launching the venture, to managing growth. KEY TOPICS Other chapter topics include the context of entrepreneurship, the details of planning and organizing the venture, and managing processes and people. For up-and-coming entrepreneurs and owners of small businesses.

作者介绍:

目录:

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