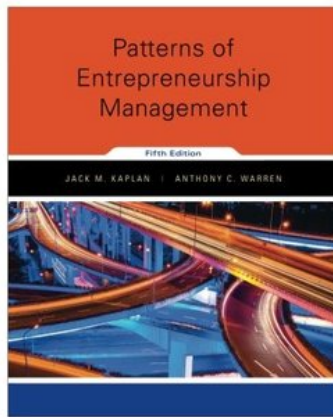




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Patterns of Entrepreneurship Management

Jack M. Kaplan , Anthony C. Warren

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This third edition prepares entrepreneurs for the rewards and pitfalls of this career choice. It explores a new theme on how to effectively manage a start-up company. "Focus on Real Entrepreneurs" sections highlight how entrepreneurs position their companies to meet the various marketing, financial, and technological challenges. "Management Track" sections present key management issues while following the development of a real company. Entrepreneurs will also find real situations and examples on which they can practice the broad range of skills required to start and build a company in today's complex world.

Patterns of Entrepreneurship Management Details

Date : Published December 21st 2015 by Wiley (first published August 24th 2008)

ISBN : 9781119355281

Author : Jack M. Kaplan , Anthony C. Warren

Format : Paperback 348 pages

Genre :

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