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**Seventh Edition**

# **Essentials of Entrepreneurship and Small Business Management**

**Global Edition**

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For courses in small business management, entrepreneurship, and new venture creation and/or management. The foundation to building a successful business Taking a practical, hands-on approach to entrepreneurship, this text equips students with the tools and critical-thinking skills they need for business success. Now in its 9th Edition, Essentials of Entrepreneurship and Small Business Management teaches students how to successfully launch and manage a business. By dissecting case studies, examining successes and failures in the context of the market, and observing the tactics used by today&apo The Foundations of Entrepreneurship 17. The Power of "Small" Business 50 Putting Failure into Perspective 51 How to Avoid the Pitfalls 53. The World of the Entrepreneur 18 What Is an Entrepreneur? 21 The Benefits of Entrepreneurship 28 Opportunity to Create Your Own Destiny Opportunity to Make a Difference.Â Management Training and Support 269 Brand-Name Appeal 270 Standardized Quality of Goods and Services 270 National Advertising Programs and Marketing Assistance 271. 8. CONTENTS.