

The book was found

Entrepreneurial Small Business





Synopsis

Entrepreneurial Small Business (ESB) provides students with a clear vision of small business as it really is today: Katz focuses on the distinctive nature of small businesses that students might actually start versus high growth firms. The goal of the companies described in this textbook is personal independence with financial security; not market dominance with extreme wealth. Traditional beliefs and models in small business are discussed, as well as the latest findings and best practices from academic and consulting arenas. Katz and Green recognize the distinction between entrepreneurs who aim to start the successor to .com or the pizza place around the corner. They discuss the challenges facing entrepreneurs, while keeping focused on the small businesses students plan to start.

Book Information

Series: Entrepreneurial Small Business

Hardcover: 816 pages

Publisher: McGraw-Hill Education; 4 edition (March 5, 2013)

Language: English

ISBN-10: 0078029422

ISBN-13: 978-0078029424

Product Dimensions: 8.6 x 1.3 x 11.1 inches

Shipping Weight: 4.1 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 39 customer reviews

Best Sellers Rank: #18,818 in Books (See Top 100 in Books) #12 inà Â Books > Textbooks >

Business & Finance > Entrepreneurship #149 inà Â Books > Textbooks > Business & Finance >

Management #238 inà Â Books > Business & Money > Small Business & Entrepreneurship >

Entrepreneurship

Customer Reviews

Hands down, this is the best textbook I have read thus far in my college career, and I am in year four. Excellent information which is presented engagingly with lots of colors and interesting story lines. A far cry from last terms books! I will not resell this textbook as it is full of information I will use as a reference as I develop my business.

I read the last review and thought well just zoom it in but they were 100% correct; it is ridiculous and not worth the savings. Just buy it or get it from somewhere else. The contents of the book itself is

pretty good don't get me wrong. It is just the format of this particular download that is totally worthless. In fact should be refunding everyone who has downloaded this copy because it is a complete failure. I rented it for \$50 bucks.. What a sucker I am. Anyway, don't be a sucker too; move on and find another way to get this book. I litterally could have just checked out a hard copy and took pics with my adroid and then zoomed in to read cause that is basically what they did.

Same as the US edition. I needed this book for a class, they wanted me to pay 180 for the college im going to's special edition. This is the exact same thing but a much better deal

The 4th Edition was required for the business class I took. It's not a bad book, but once textbooks get to the 4th edition they start getting a little --- crappy. That's the only word I can think of to describe it. There are exceptions, but in this case, basic business concepts don't change. Don't buy the book if you need it for a class; rent it instead. If you like the book, buy used older edition for a dollar or less.

It was needed for a class for like, 2 online labs.

This textbook was required for class but I am very glad it was. There is tons of useful, practical information in this book on how to run a small business. Being an entrepreneur is never easy but this book gives you an advantage.

My son is renting this book for a class at Siena College. He LOVES the class so I would say it's a very good book -- good enough to engage a 20 year old student!

I rented this for school and it arrived instantly. I can read it on my Kindle Fire during lunch time at work. I have had no problems with it. It is less than getting the actual book. I could not carry around the book and everything else I have to daily.

Download to continue reading...

Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101)

Entrepreneurial Small Business Entrepreneurial Small Business (Irwin Management) Small Business Management: Launching and Growing Entrepreneurial Ventures Small Business

Management: Launching & Growing Entrepreneurial Ventures ESL Business English: The essential

guide to Business English Communication (Business English, Business communication, Business English guide) Twitter: Master Twitter Marketing - Twitter Advertising, Small Business & Branding (Twitter, Social Media, Small Business) Small Business: 10 Proven Steps to Becoming an Entrepreneur and Creating a Successful Small Business Small Business Tax Deductions Revealed: 29 Tax-Saving Tips You Wish You Knew (For Self-Employed People Only) (Small Business Tax Tips Book 1) THE ENTREPRENEURIAL BIBLE TO VENTURE CAPITAL: Inside Secrets from the Leaders in the Startup Game (Business Books) Get A Grip: How to Get Everything You Want from Your Entrepreneurial Business Entrepreneurial Finance, Third Edition: Finance and Business Strategies for the Serious Entrepreneur Business Plans that Work: A Guide for Small Business 2/E (Business Skills and Development) Business Turnaround Blueprint: Take Back Control of Your Business and Turnaround Any Area of Poor Performance (A Business Book for the Hard-Working) Business Owner) Don't Sweat the Small Stuff . . . and It's All Small Stuff: Simple Ways to Keep the Little Things from Taking Over Your Life (Don't Sweat the Small Stuff Series) Small Claims Not Small Brains!: 10 Strategies To Help You Win In Small Claims Court Small Time Operator: How to Start Your Own Business, Keep Your Books, Pay Your Taxes, and Stay Out of Trouble (Small Time Operator: How to Start Your ... Keep Yourbooks, Pay Your Taxes, & Stay Ou) HBR Guide to Buying a Small Business: Think Big, Buy Small, Own Your Own Company HBR Guide to Buying a Small Business: Think big, Buy small, Own your own company (HBR Guide Series) Starting from Scrap: An Entrepreneurial Success Story

Contact Us

DMCA

Privacy

FAQ & Help