



# Entrepreneurship and Small Business Management

*Steve Mariotti, Caroline Glackin*

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Written by award-winning experts, Steve Mariotti and Caroline Glackin, ***Entrepreneurship and Small Business Management*** presents complex economic, financial and business concepts in a manner easily understood by a variety of students. Based on a proven curriculum from the Network for Teaching Entrepreneurship (NFTE), it is organized to follow the life-cycle of an entrepreneurial venture—from concept through implementation to harvesting or replication. Filled with examples from a broad range of industries, it moves further into the entrepreneurial process—discussing the business plan and also the unique aspects of managing and growing entrepreneurial ventures and small businesses.

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