



Preparing the Business Plan: Resources for the Classroom (Gc-Principles of Management Ser.))

Justin G. Longenecker, Carlos W. Moore, Bill Petty

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This book presents a contemporary treatment of the startup and management of small firms. Strong emphasis is placed on entrepreneurial opportunities and the new-venture activities needed for the successful operation of small firms. Small Business Management is ideal for anyone who works or plans to work in a small business.

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