



## Essentials of Entrepreneurship and Small Business Management, Fifth Edition

By Doug Wilson, Norman M. Scarborough, Thomas W. Zimmerer

PHI Learning, 2009. Softcover. Book Condition: New. 5th or later edition. This latest edition, introduces readers to the process of creation of a new venture and the critical knowledge needed for its successful launch. It provides various tools needed for entrepreneurial success. The reader is exposed to all the aspects of a small enterprise for establishing the business in a competitive environment; right from building the plan to considering the marketing and financial aspects. Features : Separate chapters on "Forms of Business Ownership", "Franchising" and the "Entrepreneur" are added. A new feature "Hands on . How to" is added to make students understand how a concept can be put into practice. Sample business plan is included in the text with full details. Integration of Business Plan Pro exercises. Eleven brief cases covering various topics. New, attractive layout includes in-margin glossary and learning objectives. CONTENTS: SECTION I The Challenge of Entrepreneurship Chapter 1 The Foundations of Entrepreneurship Chapter 2 Inside the Entrepreneurial Mind: From Ideas to Reality SECTION II Building the Business Plan: Beginning Considerations Chapter 3 Designing a Competitive Business Model and Building a Solid Strategic Plan Chapter 4 Conducting a Feasibility Analysis and Crafting a Winning Business Plan Chapter...



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