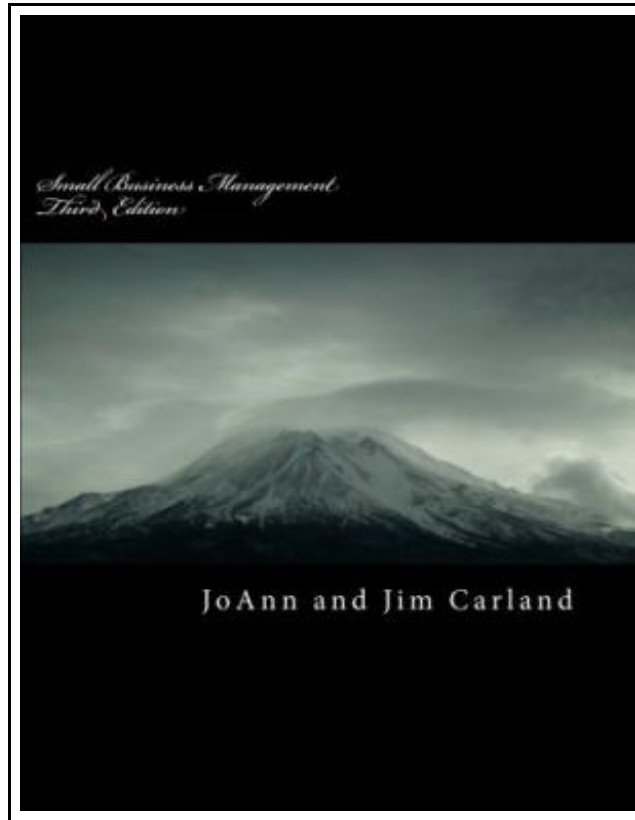


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Createspace, United States, 2011. Paperback. Book Condition: New. 278 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Small business has become a fixture in the curricula of colleges nationwide. The interest which has developed in this topic is gratifying in light of the significance which small business has for national and world economies and the challenging and rewarding careers which it makes possible. We are pleased to offer the second edition of this text as support for a first course in small business management. The text is divided into six parts. Part I is an introduction to the subject of small business management. It describes the importance of the field from an economic and innovative perspective and examines personal considerations of importance to a prospective small business owner. Part II of the text contains the tools which are required for the successful creation and management of a small business. Each chapter in this section has been designed to stand alone so that instructors may omit any segments which are deemed to be unnecessary for a given class. Part III of the text presents the business plan. A step by step approach to the initiation of a small business is explained from a strategic perspective. From the establishment of goals and objectives through market identification, feasibility assessment, development of financing and the timing of the opening of a firm, the chapters in this section reinforce the value of planning as a key factor in the success of a small business venture. Because of their relative importance for a successful venture, separate chapters on marketing and financial planning are presented. Part IV of the text is entitled The New Venture. Topics in legal organization and structuring and the pros and cons associated with alternative forms are covered...



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