



Management and Entrepreneurship

By N V R Naidu, T Krishna Rao

I.K. International Publishing House Pvt. Ltd., 2008. Paperback.
Book Condition: New. 16cm x 24cm. This book is intended to serve as a textbook for Engineering and Management courses. It seeks to develop an understanding of the concepts of management and entrepreneurship. The chapters are well planned to cover basic functions of management and entrepreneurship, small scale industry, institutional support and project preparation. SALIENT FEATURES: ò Comprehensive and easy to understand, requires no previous knowledge of the subject, ò Presented in a simple and systematic manner, ò Review questions for the benefit of students.

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-- **Dr. Everett Dicki DDS**