



A Practical Guide to Entrepreneurship: How to Turn an Idea into a Profitable Business

By Michael J. Morris

Kogan Page Ltd, United Kingdom, 2012. Paperback. Book Condition: New. 240 x 170 mm. Language: English . Brand New Book. A Practical Guide to Entrepreneurship combines well-researched understanding of entrepreneurship issues with practical guidance in the form of case studies, exercises, advice and tips. Developed as a textbook based on the bestseller Starting a Successful Business by the same author, it's ideal for teaching undergraduates, postgraduates and MBA students, offering a solid learning experience and a contemporary overview of the subject. It will also appeal to students who are looking for a supplementary text or indeed anyone who is thinking of starting their own business. It includes a section on generating and screening ideas, summaries of academic models and theories, information on new developments in the field and useful supplementary online material for students and teachers.



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Absolutely essential go through publication. I am quite late in start reading this one, but better then never. You will not feel monotony at at any time of the time (that's what catalogues are for regarding if you ask me).

-- **Ambrose Thompson II**

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