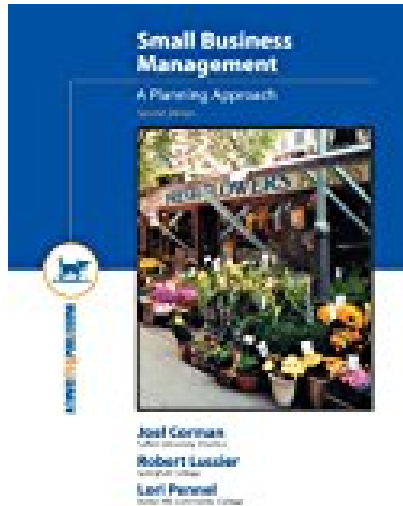


# Small Business Management A Planning Approach

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## BOOK DETAILS

- Author : Joel Corman
- Pages : 396 Pages
- Publisher : Atomic Dog Publishing
- Language : English
- ISBN : 1592601405



## BOOK SYNOPSIS

In today's demanding economic environment, starting a small business can be a daunting task. Research has shown that an effective business plan increases the chance that a new small business will be successful. *Small Business Management: A Planning Approach, 3e* provides students with the knowledge and skills they need to develop a business plan, how to implement it and how to control and evaluate their implementation. Concise yet comprehensive, this text can be completed in a one-semester course. Revisions to this Edition: \* Revised chapter on Operations \* Future Trends in Small Business \* Updated chapter on Strategy \* Updated sources of financing

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