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Entrepreneurial Small Business



Synopsis

Entrepreneurial Small Business (ESB) provides students with a clear vision of small business as it really is today: Katz focuses on the distinctive nature of small businesses that students might actually start versus high growth firms. The goal of the companies described in this textbook is personal independence with financial security; not market dominance with extreme wealth. Traditional beliefs and models in small business are discussed, as well as the latest findings and best practices from academic and consulting arenas. Katz and Green recognize the distinction between entrepreneurs who aim to start the successor to .com or the pizza place around the corner. They discuss the challenges facing entrepreneurs, while keeping focused on the small businesses students plan to start.

Book Information

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Customer Reviews

Hands down, this is the best textbook I have read thus far in my college career, and I am in year four. Excellent information which is presented engagingly with lots of colors and interesting story lines. A far cry from last terms books! I will not resell this textbook as it is full of information I will use as a reference as I develop my business.

I read the last review and thought well just zoom it in but they were 100% correct; it is ridiculous and not worth the savings. Just buy it or get it from somewhere else. The contents of the book itself is

pretty good don't get me wrong. It is just the format of this particular download that is totally worthless. In fact should be refunding everyone who has downloaded this copy because it is a complete failure. I rented it for \$50 bucks.. What a sucker I am. Anyway, don't be a sucker too; move on and find another way to get this book. I literally could have just checked out a hard copy and took pics with my adroid and then zoomed in to read cause that is basically what they did.

Same as the US edition. I needed this book for a class, they wanted me to pay 180 for the college im going to's special edition. This is the exact same thing but a much better deal

The 4th Edition was required for the business class I took. It's not a bad book, but once textbooks get to the 4th edition they start getting a little --- crappy. That's the only word I can think of to describe it. There are exceptions, but in this case, basic business concepts don't change. Don't buy the book if you need it for a class; rent it instead. If you like the book, buy used older edition for a dollar or less.

It was needed for a class for like, 2 online labs.

This textbook was required for class but I am very glad it was. There is tons of useful, practical information in this book on how to run a small business. Being an entrepreneur is never easy but this book gives you an advantage.

My son is renting this book for a class at Siena College. He LOVES the class so I would say it's a very good book -- good enough to engage a 20 year old student!

I rented this for school and it arrived instantly. I can read it on my Kindle Fire during lunch time at work. I have had no problems with it. It is less than getting the actual book. I could not carry around the book and everything else I have to daily.

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