



Essentials of Entrepreneurship and Small Business Management (6th Edition)

Norman M. Scarborough

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This text provides the knowledge and tools readers need to launch a business so that it has the greatest chance for success.

The Foundations of Entrepreneurship; Inside the Entrepreneurial Mind: From Ideas to Reality; Designing a Competitive Business Model and Building a Solid Strategic Plan; Conducting a Feasibility Analysis and Crafting a Winning Business Plan; Forms of Business Ownership; Franchising and the Entrepreneur; Buying an Existing Business; Building a Powerful Marketing Plan; E-Commerce and the Entrepreneur; Pricing Strategies; Creating a Successful Financial Plan; Managing Cash Flow; Sources of Financing: Debt and Equity; Choosing the Right Location and Layout; Global Aspects of Entrepreneurship; Building a New Venture Team and Planning for the Next

For any person interested in owning, operating, and managing a small business. This text is also a useful reference for entrepreneurs and managers of small businesses.

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