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New Venture Management: The Entrepreneur's Roadmap (Entrepreneurship Series)



Synopsis

This book is about effectiveness; and what a new manager needs to know to run a new venture successfully. New venture opportunities, planning, marketing, financing, and growth management. For entrepreneurs looking to develop a new venture or small business. Â

Book Information

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Customer Reviews

I had to read this book for class, but I am glad I did. It had a lot of useful information and was concise for the most part. I decided not to resell it because I think I may use it for future reference.

I use this book in an entrepreneurship class at a small college. I use it because it is short, simple, and effective. For people who want a concise, yet complete, overview of how to put a business plan together this book is pretty good.

If anyone is looking to start a business, this is a must have. It sets a ground layer of what to do and what to be prepared for throughout the chapters which are divided up very appropriately.

Technical, organized, useful material. Great crash course in business for non-business backgrounds.

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