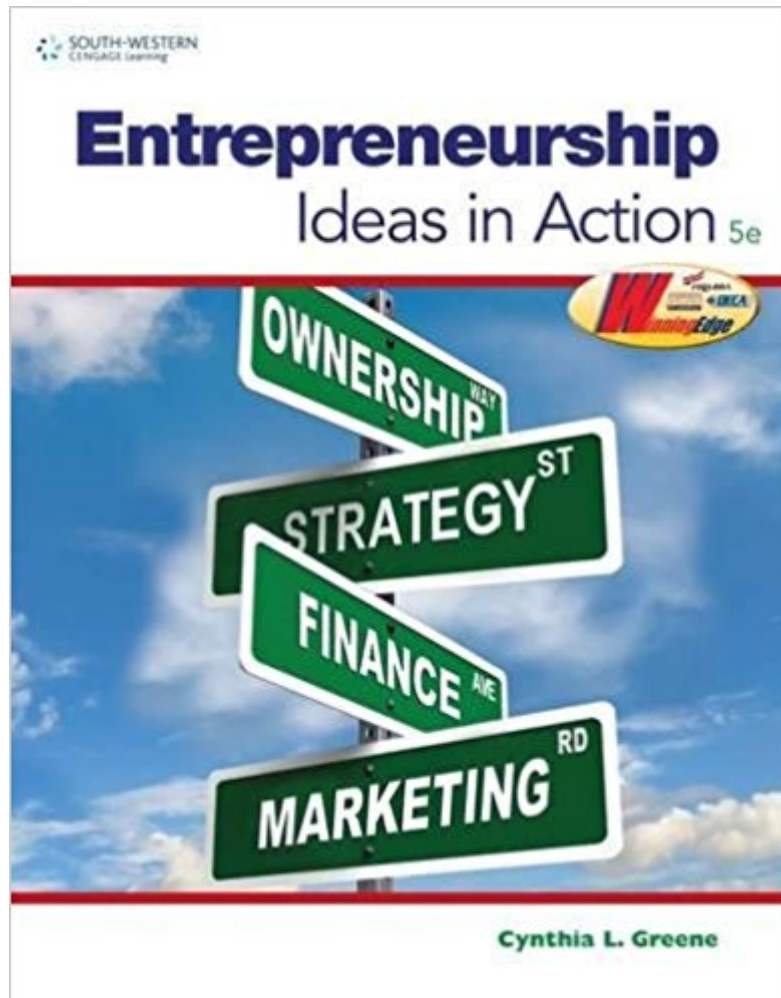




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Entrepreneurship: Ideas In Action (Marketing (modified))



Synopsis

It's well known today that becoming a business owner is a career option. ENTREPRENEURSHIP: IDEAS IN ACTION 5E provides you with the knowledge needed to realistically evaluate your potential as a business owner. This text encourages you to examine all the major steps involved in starting a new business: Ownership, Strategy, Finance, and Marketing. As you complete the chapters, you develop a business plan and learn what it takes to get an entrepreneurial venture off to a good start. Market research, budgeting, selecting a business location, and financing the business are covered using real-life examples that you can easily relate to. Information on online research, including online business planning, is also included.

Book Information

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Customer Reviews

1. SHOULD YOU BECOME AN ENTREPRENEUR? All About Entrepreneurship. Is Entrepreneurship Right For You? Explore Ideas and Opportunities. Problem Solving for Entrepreneurs. 2. ENTREPRENEURS IN A MARKET ECONOMY. Entrepreneurs Satisfy Needs and Wants. How Economic Decisions Are Made. What Affects Price?. 3. DEVELOP A BUSINESS PLAN. Why a Business Plan is Important. What Goes Into a Business Plan? How to Create an Effective Business Plan. 4. IDENTIFY AND MEET A MARKET NEED. Identify Your Market. Research the Market. Know Your Competition. 5. MARKET YOUR BUSINESS. Develop the Marketing Plan. The Marketing Mix-Product. The Marketing Mix-Price. 6. DISTRIBUTION,

PROMOTION, AND SELLING. The Marketing Mix-Distribution. The Marketing Mix-Promotion. Selling and Promoting. 7. SELECT A TYPE OF OWNERSHIP. Decide to Purchase, Join, or Start a Business. Choose a Legal Form of Business. Legal Issues and Business Ownership. 8. LOCATE AND SET UP YOUR BUSINESS. Choose a Location. Obtain Space and Design the Physical Layout. Purchase Equipment, Supplies, and Inventory. 9. PLAN AND TRACK YOUR FINANCES. Financing Your Business. Pro Forma Financial Statements. Recordkeeping for Businesses. 10. OPERATIONS MANAGEMENT. Operating Procedures. Inventory Management. Financial Management. 11. HUMAN RESOURCE MANAGEMENT. Identify Your Staffing Needs. Staff Your Business. Direct and Control Human Resources. 12. RISK MANAGEMENT. Business Risks. Insure Against Risks. Other Risks. 13: Management for the Future.

Cynthia L. Greene taught business education at the high school level for 25 years. She taught in the Fulton County School System in Atlanta, Georgia, where she was a Cooperative Business Education Coordinator and chair of the business and career and technical education department. Cynthia has been active in the National Business Education Association (NBEA), serving on the Entrepreneurship Standards Committee as a writer and reviewer and as a writer for the Entrepreneurship Lesson Plans.

I cannot stress enough. If your college professor is assigning this book for your course, Run... Run far away. It's full of wikipediaesque writing, Shutterstock images that don't even match the concept being communicated, Horrible stories and no actual useful information. Drop the course and take something else. If you are in a Junior High School Entrepreneurship course, it will be a great resource for you. I am not kidding when I say one of the images they used of a "breadstore" clerk showed up in an advertisement for commercial trucks in Kazakhstan. I was on an Air Astana flight thumbing through the "in-flight" magazine and thought.. "I recognize this cheesy shutterstock image" I also noticed that they decided to choose a series of shutterstock images with an entirely different yet "ethnically" similar person to tell a continuing narrative. Monty was not the same Monty on page 248, 256, or 263.

Good, informative, the information on preparing a business plan and forming a marketing strategy is great.

A good price on a book I needed for college. Buying from is so much better than going to the school

bookstore.

book had been used (but i knew that before i had purchased) whoever 'Alicia and Javon Forever' are i hope things work out for you because Alicia tagged this book up and down, he must be a hell of a guy!

Love it!

Great book to help students understand the ramifications of entrepreneurship.

Book was exactly what was described. The book was also in excellent condition! Would defiantly recommend this book to everyone!

Literally people, it's also a bit pricey for a workbook. Just be careful that you do not buy this instead of the necessary TEXT book

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