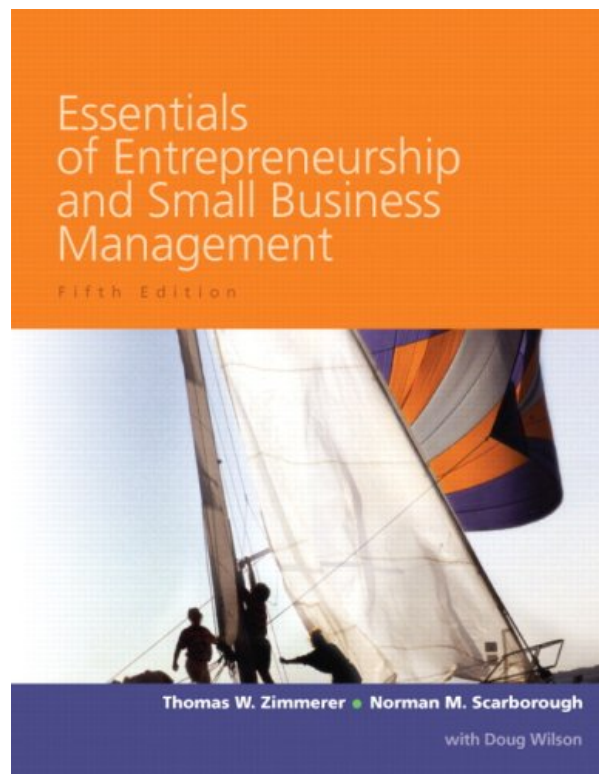


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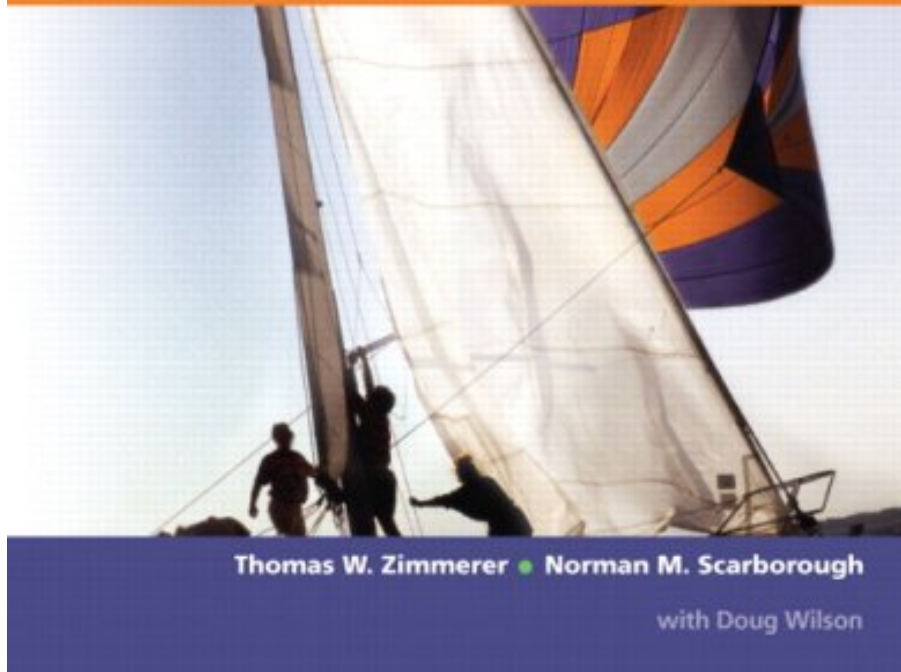


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This fourth edition of *Essentials of Entrepreneurship and Small Business Management* introduces you to the processes of new venture creation and the critical knowledge you need to manage your business once it is formed. We hope that you will follow your dream of becoming a successful entrepreneur with the help of this textbook and your instructor.

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This fifth edition of the popular book introduces you to the processes of new venture creation and the critical knowledge needed to manage your business once it is formed. With the help of this book, readers can follow their dreams of becoming successful entrepreneurs. Topics include: the challenges of entrepreneurship, building a business plan, marketing considerations, e-commerce and the entrepreneur, advertising and pricing for profit, financial considerations and managing cash flow, building a competitive edge, and debt/equity and site and location considerations. For any person interested in owning, operating, and managing a small business. Also a handy reference for entrepreneurs and managers of small businesses.

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