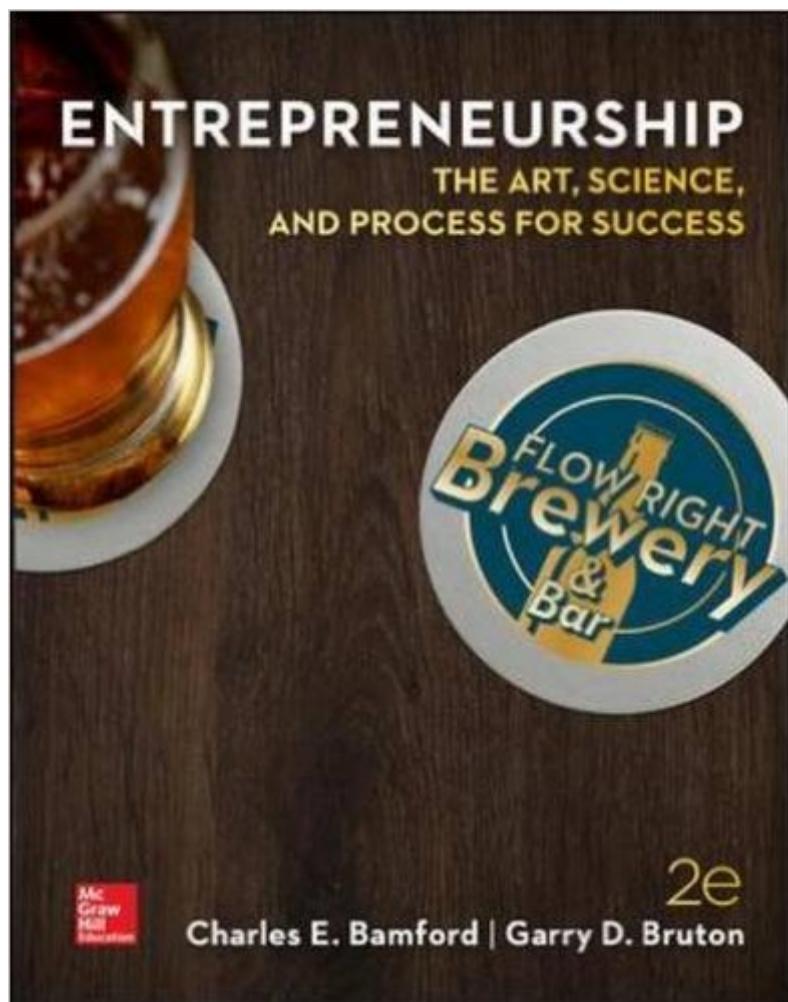


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ENTREPRENEURSHIP: The Art, Science, And Process For Success



Synopsis

Note: This is a standalone book. Does not include access card Entrepreneurship: The Art, Science, and Process for Success, emphasizes three core tenets necessary to start an entrepreneurial venture: The Art of turning an entrepreneurial venture into a success. The Science of practice as the heart of starting and running a successful entrepreneurial venture. The Process that tie these two areas together into a coherent and organized business. With its adaptive learning tools, students learn the art, science, and process of designing, starting, and managing a small business. Through its real-world approach, students are placed in the roles of a financial analyst, marketer, and business owners, and think critically to develop their plan to survive in the ever-changing business world.

Book Information

Paperback: 352 pages

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Average Customer Review: 4.5 out of 5 starsÂ See all reviewsÂ (13 customer reviews)

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Customer Reviews

I absolutely loved this book for my entrepreneurship class. It doesn't go very in-depth, but it manages to touch on all the basic subjects very nicely. Perfect for an introductory level class, or just to get the basic concepts. It's fun and entertaining to read, and includes several story-examples that continue throughout the book. I would highly recommend this book!

The best textbook on entrepreneurship, hands down. Great examples, detailed chapters, and I love the narratives of different entrepreneurship scenarios that follow throughout. If you need a textbook for your beginning entrepreneurship/small business class, no need to look any further!

I own a digital copy of the book and I came back to say how much I hate the color theme of the book (especially pages 308-330)!!! I am colorblind (just like about 8% of human population) and I can't see some headings. It is green on green, or yellow on yellow; either case I have no idea, because I can't see that color. I must get the font magnified to about 1" in size before I am starting to see the shadows and read the text. Seriously, if I'd be the only colorblind person in the world - oh well, ignore me... But being one in 12 people and still unable to read some of the text - that peaces me off badly! Seriously guys, fire your designer! Life of a colorblind is not easy all by itself, so your color selection only makes it worse because there is nothing I can do - colorblindness is untreatable... Owning a digital copy from is whole other frustration. If that would be a PDF - I'd happily save it in black-and-white and viola! - I'm happy! But 's Kindle lock's me out of such a luxury... I hate the book!

This is a really great book for anyone who is thinking about starting their own business. Lots of really great information presented in an easy to understand way.

This is a great book. It covers real world topics and gives great info for the upcoming entrepreneur.

The book was simple and easy to comprehend. Fast shipping

Just what I needed for my Business Administration class. This book was cheaper than the required book, but still did the job by providing more than enough detail.

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