



Entrepreneurship: Ideas in Action (Marketing (modified))

Cynthia L. Greene

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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.



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