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the recent events in domestic and global economies are presenting unprecedented challenges excitement and disappointments for businesses and a need for change in introduction to business courses and texts business essentials captures the widespread significance of these developments and presents their implications on companies today the 12th edition includes new real world

examples and research findings helping students to see how entrepreneurs are putting into practice the concepts that they are learning about and making this text the most current and relevant one available on the market provided by publisher

updated for the coming academic year this manual presents profiles of more than 650 business schools with details on admission requirements academic programs fields of specialization tuition and fees career placement services and other pertinent details leading canadian schools are also profiled additional features include advice on choosing the school that best fits the reader's circumstances and career goals

this textbook focuses on the niche occupied by small businesses and its contribution to the larger economy it introduces the knowledge and skills needed to manage a small business chapters address issues of strategy venture opportunity marketing management and finance the companion cd rom is entitled preparing the business plan to accompany small business management

this book provides a well structured comprehensive and clear overview of the core business components that helps readers especially those wishing to pursue a career in business it begins with a general introduction of the business and identifies the process to establish succeed sustain and grow in the competitive market environment it thoroughly guides a reader to be a successful entrepreneur also it can be equally used in the academic sector by the business management students and professors as the reference book

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