

Managing Small Business: An Entrepreneurial Emphasis

This edition of the book represents more than four decades of writing about small business. Furthermore, it is a book that students frequently choose to hold onto rather than selling it back to a bookstore at the end of the semester. A central purpose of this revision is to present current, relevant content in unique and interesting ways. With an abundance of real-world examples to keep both first-time readers and readers of earlier editions.

This edition also adds some updated and enhanced supplement to support a variety of teaching methods, learning styles, and classroom situations. These supplements include instructor's manual, test bank, ExamView testing software, PowerPoint for instructor, small business and entrepreneurship resource center, etc.

