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Entrepreneurship:

Starting and  
Operating A  
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Business,  
Third Edition,  
demystifies  
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business by  
presenting  
difficult  
economic,  
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concepts in a  
manner easily

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and business readers, Entrepreneurship: Starting and Operating A Small Business untangles the complex economic, financial, and professional considerations surrounding business ownership and operations. Entrepreneurship Starting and Operating a Small Business ...Entrepreneurship: Starting a Business Learning Objectives 1) Define entrepreneur and describe the three characteristics

of	Shepherd	Boston
entrepreneurial activity. 2)	University	Columbus
Identify five	Prentice Hall	Indianapolis
potential	Boston	New York San
advantages to	Columbus	Francisco
starting your	Indianapolis	Amsterdam
own business	New York San	Cape Town
3) Define a	Francisco	Dubai London
small business	Upper Saddle	Madrid Milan
and explain	River	Munich Paris
the	Amsterdam	Montreal
importance of	Cape Town	Toronto Delhi
small	Dubai London	Mexico City
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Entrepreneurs	Steve Mariotti	entrepreneur.
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Operating A Small Business ...choices to help young entrepreneurs decide on a business type, such as: • Running an online business, • Working from home, • Freelancing, and • Franchising. 1.10 Online Business Doing business online is a relatively low-cost way of starting your business and one that could potentially be done part time. Young Entrepreneurs -An Essential

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3) Define a small business and explain the importance of small businesses to the U.S. economy.

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