



A Practical Guide to Entrepreneurship: How to Turn an Idea Into a Profitable Business

Michael Morris

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Entrepreneurship has long been just another field of academic study, but now many students are looking towards self-employment as a career. Offering a practical action plan, rather than just discussing theory, *A Practical Guide to Entrepreneurship* combines well researched understanding of entrepreneurship issues with guidance in the form of case studies, exercises, advice and tips. Offering a solid learning experience and a contemporary overview of the subject, the book will benefit undergraduates and postgraduate students. Taking readers through each step of the start-up process, covering: planning, marketing, selling and advertising, finances and business law, this book will also appeal to people who are thinking of starting their own business.

The author includes sections on generating and screening ideas, summaries of academic models and theories, information on new developments in the field, as well as a glossary and appendix listing useful books, websites and links to 200 online video lectures. There are 20 mini case studies of entrepreneurship in action from around the world. Informed by UK practice but offering much to the international would-be entrepreneur, this book includes learning resources that stress the practical through leadership tests, start-up checklists, 380 downloadable Powerpoint slides and other valuable supplementary online material for students, teachers and entrepreneurs.



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Spent a free time and energy to be fun activity to perform! A lot of people spent their down time with their family, or all their friends. Usually they accomplishing activity like watching television, planning to beach, or picnic within the park. They actually doing same task every week. Do you feel it? Would you like to something different to fill your personal free time/ holiday? Could possibly be reading a book could be option to fill your no cost time/ holiday. The first thing you ask may be what kinds of publication that you should read. If you want to test look for book, may be the guide untitled A Practical Guide to Entrepreneurship: How to Turn an Idea Into a Profitable Business can be great book to read. May be it could be best activity to you.

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Playing with family in a park, coming to see the ocean world or hanging out with pals is thing that usually you could have done when you have spare time, and then why you don't try thing that really opposite from that. A single activity that make you not experience tired but still relaxing, trilling like on roller coaster you are ride on and with addition of information. Even you love A Practical Guide to Entrepreneurship: How to Turn an Idea Into a Profitable Business, you can enjoy both. It is very good combination right, you still want to miss it? What kind of hang-out type is it? Oh seriously its mind hangout fellas. What? Still don't have it, oh come on its referred to as reading friends.

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