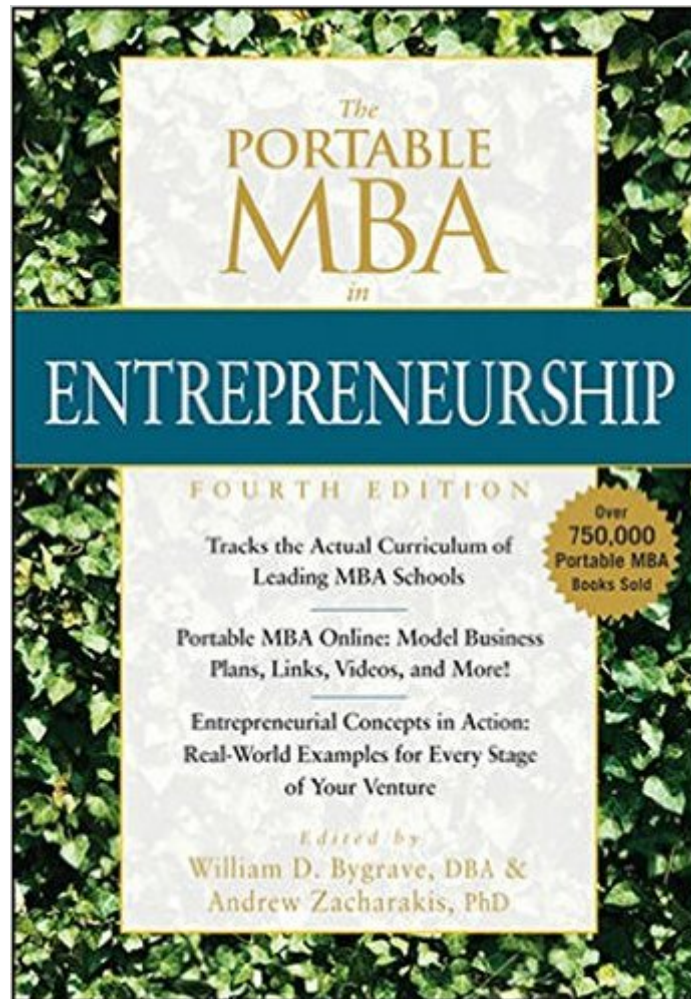


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The Portable MBA In Entrepreneurship



Synopsis

A totally updated and revised new edition of the most comprehensive, reliable guide to modern entrepreneurship For years, the Portable MBA series has tracked the core curriculum of leading business schools to teach you everything you need to know about business-without the cost of earning a traditional MBA degree. The Portable MBA in Entrepreneurship covers all the ins and outs of entrepreneurship, using real-life examples and handy tools to deliver clear, honest, practical advice on starting a successful business. If you're planning to start your own business, you'd best start with the facts. This reliable, information-packed resource shows you how to identify good business opportunities, create a business plan, do financial projections, find financing, and manage taxes. Other topics include marketing, selling, legal issues, intellectual property, franchising, starting a social enterprise, and selling your business. Completely updated with new examples, new topics, and full coverage of topical issues in entrepreneurship Includes customizable, downloadable forms for launching your own business Comes with Portable MBA Online, a new web site that gives readers access to forms, study guides, videos, presentations, and other resources Teaches you virtually everything you'd learn on entrepreneurship in today's best business schools Whether you're thinking of starting your own business or you already have and just need to brush up on entrepreneurial basics, this is the only guide you need.

Book Information

Hardcover: 504 pages

Publisher: Wiley; 4 edition (December 2, 2009)

Language: English

ISBN-10: 0470481315

ISBN-13: 978-0470481318

Product Dimensions: 7.3 x 1.5 x 10.3 inches

Shipping Weight: 2.3 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars [See all reviews](#) (17 customer reviews)

Best Sellers Rank: #152,946 in Books (See Top 100 in Books) #36 in [Books > Business & Money > Finance > Corporate Finance > Venture Capital](#) #140 in [Books > Business & Money > Management & Leadership > Management Science](#) #1277 in [Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship](#)

Customer Reviews

This book is dry and scholarly like a textbook as the title implies. It's not of much use to a small

business or by any means covers a fraction of the things any business needs to know. The one area this book is outstanding compared to others I've read about starting businesses, especially small ones is its superior coverage of writing business plans and writing your pro-forma statement. For those two topics, it's essential reading unless you look for the info online. Otherwise, Rieva Lesonsky's AWESOME "Start Your Own Business" is a TRUE encyclopedic resource covering virtually all aspects of starting any business, big or small, that is a "true MBA" on the subject. It covers many topics other books don't, especially this one, is an easy read that gets to the point, and only BOOKS on specific topics like e-commerce or accounting have much more to add.

This book is a wealth of information. I would recommend this book to anyone who is looking at opening his or her own business. As a business consultant I have learned many principles and methods from this book that I have applied with working with many of my customers. I will be giving my customers this as a gift when purchasing my services in the future due to the wealth of knowledge available in this book!!!

This book seems to be taken from a similar text book by the authors and used in the Entrepreneurship 510 class at Devry University (just to be clear, my text book for this class is also by Bygrave and Zarakakis and simply entitled "Entrepreneurship" (my copy is a Devry edition with the Devry cover on it but the text is actually from the authors above 2nd edition). Although the chapter layout is not quite the same, the text within it is the same. The ISBN on my book is 978-0-470-45037-6 (pbk). If you are planning on attending this school or notice that your Entrepreneurship class book has the same authors, I'd be wary of buying this book as I am certain that the information contained in both is extremely similar, just organized a little different.

Useful, but super dense. I didn't end up needing lots of the pieces therein but it was useful for the mindset it presents. This is mostly useful for folks looking for large capital investments from VCs.

I would give this book 10 stars if I could. It breaks down just about everything you want to know about starting a business. Some of the material may be outdated since it was written some years ago BUT it is still worth the price even though you can look up some of the stuff on the Internet. It is nice and convenient to have everything you would want to know in one spot. The book is also very well written.

This content was the core of my Managing Growth Management MBA course. The info is invaluable. You can get almost as much out of reading this book as from taking a class. Make sure to go online and download the content that goes with the book. I used the financial statements downloaded for my business plan. I realized I needed the book while I was on vacation, only 2 days before class started and I had 2 chapters to read before class! Thanks to prime and the supplier, I got the book on time.

Good information for someone looking to start their own business

Dense book. Hard to get through, but full of information.

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