

The Portable Mba In Entrepreneurship Fourth Edition The Portable Mba Series

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The Portable MBA in Entrepreneurship, Third Edition covers everything that an entrepreneur needs to know to start and run a venture effectively: how to identify good business opportunities; create a business plan; do financial projections; finance a business using venture capital or using debt financing; get help from the government and other agencies.

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The Portable MBA in Entrepreneurship is designed to lower that risk. This newly updated Fourth Edition equips entrepreneurs with the same knowledge and information taught to MBA candidates in top business schools. William Bygrave and Andrew Zacharakis lead an all-star team of professors, consultants, and entrepreneurs in bringing this bestselling business resource into step with today's entrepreneurial landscape with totally up-to-date case studies and examples.

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The Portable MBA in Entrepreneurship (The Portable MBA Series) Kindle Edition by William D. Bygrave

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The Portable MBA for Entrepreneurship is in no way a complete replacement for an MBA course program, but it does help cover all the main areas that one would get in a full MBA program. The topics are all covered by experts and professors in their field of profession and study. Each chapter gives you an understanding of how the topic fits into a ...

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The Portable MBA in Entrepreneurship, Second Edition equips real-world entrepreneurs with the same state-of-the-art business knowledge and information taught to MBA candidates in top business schools. William Bygrave has reassembled his all-star team of professors, consultants, and entrepreneurs to expand and update this bestseller. ...

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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.

A reference for prospective entrepreneurs covers such topics as identifying sound business opportunities, creating a business plan, calculating financial projections, working with venture capital and debt financing, getting assistance, marketing, and the Internet. Reprint.

The crucial link between theory and practice In The Portable MBA in Entrepreneurship Case Studies you'll meet people who have used the business theories and practices presented in The Portable MBA in Entrepreneurship to start and run their own entrepreneurial ventures. You'll get a real sense of what it takes to conceive, develop, finance, and operate a business, and how particular elements, such as business plans and financial forecasts, function in the real world. These case studies cover a broad variety of service and product industries: retail, wholesale, mail order, and Internet. You'll discover the trials and rewards of starting a travel agency, launching a new glass-cleaning product, setting up a fashion Web site, and selling women's hosiery through direct mail. Other studies cover ventures in the computer industry, the restaurant business, automobile service franchising, and business consulting. Each case study is illustrated with exhibits -- financial statements, business plans, sample contracts, and more -- and many are supplemented with end-of-chapter questions that help you analyze the viability of each entrepreneurial venture and test your ability to respond to the challenges you'll face in pursuit of your own entrepreneurial dreams.

A totally revised new edition of the bestselling guide to business school basics The bestselling book

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that invented the "MBA in a book" category, The Portable MBA Fifth Edition is a reliable and information-packed guide to the business school curriculum and experience. For years, professionals who need MBA-level information and insight-but don't need the hassle of business school-have turned to the Portable MBA series for the very best, most up-to-date coverage of the business basics. This new revised and expanded edition continues that long tradition with practical, real-world business insight from faculty members from the prestigious Darden School at the University of Virginia. With 50 percent new material, including new chapters on such topics as emerging economies, enterprise risk management, consumer behavior, managing teams, and up-to-date career advice, this is the best Portable MBA ever. Covers all the core topics you'd learn in business school, including finance, accounting, marketing, economics, ethics, operations management, management and leadership, and strategy. Every chapter is totally updated and seven new chapters have been added on vital business topics Includes case studies and interactive web-based examples Whether you own your own small business or work in a major corporate office, The Portable MBA gives you the comprehensive information and rich understanding of the business world that you need.

The most comprehensive and authoritative review of B-School fundamentals—from top accounting and finance professors For years, the Portable MBA series has tracked the core curricula of leading business schools to teach you the fundamentals you need to know about business—without the extreme costs of earning an MBA degree. The Portable MBA in Finance and Accounting covers all the core methods and techniques you would learn in business school, using real-life examples to deliver clear, practical guidance on finance and accounting. The new edition also includes free downloadable spreadsheets and web resources. If you're in charge of making decisions at your own or someone else's business, you need the best information and insight on modern finance and accounting practice. This reliable, information-packed resource shows you how to understand the numbers, plan and forecast for the future, and make key strategic decisions. Plus, this new edition covers the effects of Sarbanes-Oxley, applying ethical accounting standards, and offers career advice. • Completely updated with new examples, new topics, and full coverage of topical issues in finance and accounting—fifty percent new material • The most comprehensive and authoritative book in its category • Teaches you virtually everything you'd learn about finance and accounting 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 finance and accounting basics, this is the only guide you need.

Companies flying high on economic good times may be in danger of forgetting the business fundamentals that underlie their success. Increased focus on the bottom line, competitive strategies, and financial

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goals divert attention from the primary source of every company's good fortune—the customer. The Portable MBA in Marketing, Second Edition is dedicated to the principle that the only guarantee for continued success is a consistent focus on and attention to customer needs, preferences, and expectations. This powerful tool for business success in the twenty-first century furnishes bright, ambitious managers with a solid grounding in MBA-level marketing theory and practice. Fully updated and expanded, this new edition emphasizes fresh marketing strategies and cutting-edge marketing concepts and techniques that help keep you in touch with your customers. It focuses on the key issues facing companies today, including how to outperform competitors, anticipate future trends, improve advertising and sales, build customer loyalty, and market on the Internet. Witty, well-written, and packed with plenty of new real-world examples, The Portable MBA in Marketing, Second Edition brings you up to date with the latest marketing ideas and techniques, including:

- New negotiation skills for salespeople
- Current marketing strategies
- Innovative approaches to qualitative research that deepen your understanding of your customers
- Hot topics such as cohort marketing, person-to-person marketing, and marketing on the Internet

Written by two leading educators/marketing consultants and drawing material from the world's finest MBA programs, The Portable MBA in Marketing, Second Edition covers all the marketing innovations of the past decade in an engaging, accessible format that gets you to the information you need quickly and easily. It's the fastest way to give yourself the intellectual currency you need to market your products, services, and ideas at a whole new level. The Portable MBA Series The Portable MBA, with over 450,000 copies sold, continues to provide instant "MBA literacy" to managers, professionals, and business owners. Wiley's Portable MBA Series now takes this idea one step further by providing readers with a continuing business education. Titles provide comprehensive coverage of the primary business functions taught in MBA programs, as well as focused coverage of today's vital business topics.

Series Titles:

- Core Curriculum The Portable MBA, Third Edition *
- The Portable MBA in Economics *
- The Portable MBA in Entrepreneurship, Second Edition *
- The Portable MBA in Finance and Accounting, Second Edition *
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Vital Business Topics

- Real-Time Strategy *
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- Psychology for Leaders *
- Market-Driven Management

Also Available:

- The Portable MBA Desk Reference
- The Portable MBA in Entrepreneurship Case Studies

A totally revised new edition of the bestselling guide to business school basics The bestselling book that invented the "MBA in a book" category, The Portable MBA Fifth Edition is a reliable and information-packed guide to the business school curriculum and experience. For years, professionals who need MBA-level information and insight—but don't need the hassle of business school—have turned to the Portable

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MBA series for the very best, most up-to-date coverage of the business basics. This new revised and expanded edition continues that long tradition with practical, real-world business insight from faculty members from the prestigious Darden School at the University of Virginia. With 50 percent new material, including new chapters on such topics as emerging economies, enterprise risk management, consumer behavior, managing teams, and up-to-date career advice, this is the best Portable MBA ever. Covers all the core topics you'd learn in business school, including finance, accounting, marketing, economics, ethics, operations management, management and leadership, and strategy. Every chapter is totally updated and seven new chapters have been added on vital business topics Includes case studies and interactive web-based examples Whether you own your own small business or work in a major corporate office, The Portable MBA gives you the comprehensive information and rich understanding of the business world that you need.

Written by faculty members, covers first year MBA program topics such as marketing, economics, and management; and includes case studies, an entrepreneurship guide, and discussion about the future of business.

Presents in-depth discussions of investment principles and the development of diverse, profitable portfolios, including how to set objectives, evaluate assets, manage risks, measure performance, and analyze the behavior of today's markets.

Master the fundamentals, hone your business instincts, and save a fortune in tuition. The consensus is clear: MBA programs are a waste of time and money. Even the elite schools offer outdated assembly-line educations about profit-and-loss statements and PowerPoint presentations. After two years poring over sanitized case studies, students are shuffled off into middle management to find out how business really works. Josh Kaufman has made a business out of distilling the core principles of business and delivering them quickly and concisely to people at all stages of their careers. His blog has introduced hundreds of thousands of readers to the best business books and most powerful business concepts of all time. In *The Personal MBA*, he shares the essentials of sales, marketing, negotiation, strategy, and much more. True leaders aren't made by business schools—they make themselves, seeking out the knowledge, skills, and experiences they need to succeed. Read this book and in one week you will learn the principles it takes most people a lifetime to master.