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Small Business: An Entrepreneur's Business Plan



Synopsis

Begin your small business success today as you transform your business idea into a powerful, functional business plan with Hiduke/Ryan's **SMALL BUSINESS: AN ENTREPRENEUR'S BUSINESS PLAN**, 9E. This indispensable guide to small business takes a practical action-step approach to help you sharpen your business talents and focus your business ownership dreams. You learn to identify business opportunities, market needs, and target customers as you develop an actual working business plan from the ground up. Timely business tools and ongoing links to the latest small business information available on the Internet keep the information you're using focused on the future. Throughout the book, you gain firsthand glimpses into the challenges and successes that other passionate entrepreneurs face. Whether you plan to build your own business, pursue a franchise, or purchase an existing business, in **SMALL BUSINESS: AN ENTREPRENEUR'S BUSINESS PLAN**, 9E, you'll find the timely advice, powerful skills, and effective plans you need for success. Make the grade with CourseMate + LivePlan! This interactive website helps you make the most of your study time by accessing everything you need to succeed in one convenient place. This version of CourseMate includes LivePlan from Palo Alto Software; a proven web-based business plan software that allows you to produce a professional-grade business plan through software used by real entrepreneurs. **MANAGEMENT** CourseMate also provides an interactive eBook, dynamic flashcards, interactive quizzes, videos, games, and more to help you master today's management concepts. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>.

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Gail Hiduke, a professor at Saddleback College, has taught for more than 20 years at a variety of two-year and four-year institutions. Professor Hiduke earned her MBA and BS, both with a minor in marketing, from Purdue University. Well recognized for her experience in corporate and government consulting, marketing, and training, Professor Hiduke brings an abundance of personal entrepreneurial experience to her teaching and writings, including this insightful text. Joseph Ryan, Professor Emeritus at Irvine Valley College, has more than 20 years of corporate experience in marketing with large organizations. He has taught real estate, business, and small business management for more than 25 years. Today he remains active in the field as a recognized real estate investor and successful entrepreneur, bringing this wealth of experience to the latest edition of this practical, powerful text.

This book came in great condition and was as described.

This is a great book for new entrepreneurs.

The books has great steps for making a business plan. I learned from it.

Excellent!! I receive this test book fast!!

This book was an awesome book. It's a must have for anyone who is planning to start their own business.

This book is the Small Business Bible. It has literally everything in it.

I was very pleased. The book was still in shrink wrap and brand new and came in record time.

Excellent price, what I needed for class. MHR 423 at Cal Poly Pomona.

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