



Entrepreneurship: A Real-World Approach

Rhonda Abrams

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A practical guidebook for people interested in starting a business with comprehensive coverage of all aspects of starting, running and growing a business. This book includes everything needed to launch a successful business now--expert strategies, up-to-date trends, business planning guidance, and inspiring real-world case studies, along with worksheets and critical thinking exercises to help would-be entrepreneurs be successful.

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