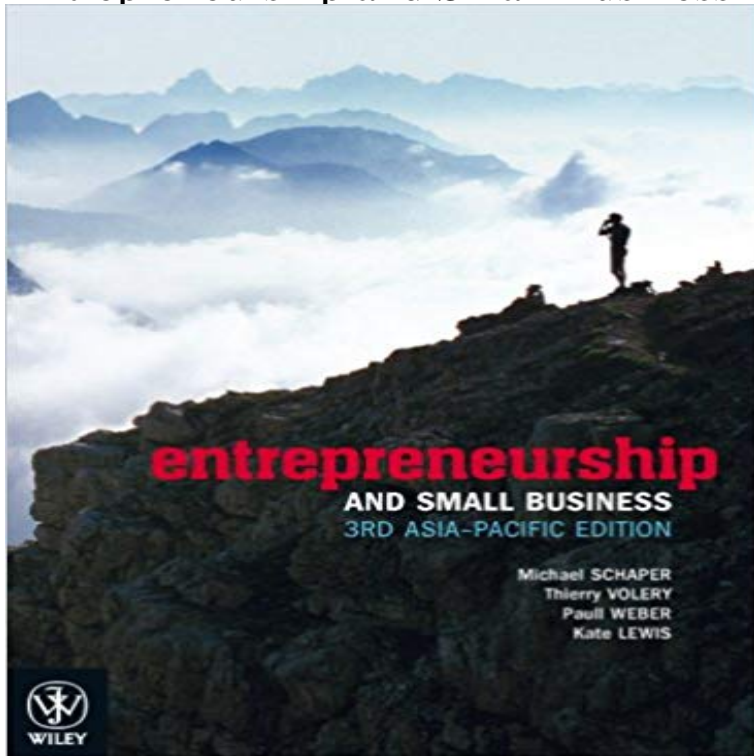


# Entrepreneurship and Small Business



Starting and running your own enterprise is one of the most rewarding but challenging ways to develop a business career. This text provides students with the theoretical and practical knowledge needed to successfully own and manage a new, small or growing business venture. It covers all of the key concepts and tools needed in both entrepreneurship and small business management. It provides comprehensive information about small business management and entrepreneurship in Australia, New Zealand, China, India, Singapore, Malaysia and Hong Kong, providing students with a truly international perspective.

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