



The Portable MBA in Entrepreneurship (The Portable MBA Series)

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This new and updated third edition equips real-world entrepreneurs with the same state-of-the-art business knowledge and information taught to MBA candidates in top business schools. Within this book you'll find all the entrepreneurial advice you need to run a business:

- Recognizing great entrepreneurial opportunities
- Writing a business plan and building your financial statements
- Securing financing with venture capital or debt financing
- Franchising your business
- Managing a growing business
- Protecting intellectual property
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