

Online Library The Portable Mba In Entrepreneurship Fourth Edition The Portable Mba Series

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.

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 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-toperson 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

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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 * The Portable MBA in Investment * The Portable MBA in Management * The Portable MBA in Marketing, Second Edition * The Portable MBA in Strategy Vital Business Topics Real-Time Strategy * New Product Development * Total Quality Management, Second Edition * Psychology for Leaders * Market-Driven Management Also Available: The Portable MBA Desk Reference The Portable MBA in Entrepreneurship Case Studies

The latest volume in the bestselling series In today's business environment, a knowledge of finance and skills in budgeting and financial planning are more important than ever before. Totally updated and revised, this highly anticipated Third Edition provides new information on five such key topics as interpreting financial statements; information technology in finance; planning capital expenditures; information technology and your firm; business valuation, and much more. Top experts in each field explain the basics of cost-volume analysis, forecasts, and budgets, and reveal how to create a winning business plan. Ideal reading for any manager or executive who needs a "refresher course" in finance. 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.

This accessible, reader-friendly text guides you through a complete life cycle of the firm as it introduces the theories, knowledge, and corporate finance tools and techniques an entrepreneur needs to start, build, and eventually harvest a successful venture. With a strong emphasis on sound financial management practices, the text explores important issues entrepreneurs face, including how and where to obtain financing, using business cash flow models, and positioning the early-stage company strategically. You will also gain an understanding of how to interact effectively with financial institutions and regulatory agencies that can affect venture growth and enable liquidity for investors. Drawing on real-life entrepreneurial ventures and common financial scenarios, the authors include an in-depth capstone case, numerous mini-cases, and abundant examples to engage your interest and vividly illustrate key concepts such as venture capital funds, institutional investors, strategic alliances, the role of business angels, licensing agreements, and exit strategies. Trust ENTREPRENEURIAL FINANCE, Fifth Edition, to provide the skills and confidence you need for entrepreneurial success in today's markets. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Simplified Chinese edition of Rework. Seth Godin, author of the international bestselling marketing Purple Cow that changed the way marketing is performed, says: "Stop reading the review. Buy the book." This small book is filled with common sense - yes, you know them, but the book tells you how to put them into practice. In Simplified Chinese. Distributed by Tsai Fong Books, Inc.

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 landmark collection of original essays that explore the dynamics of entrepreneurship in the U.S. and around the world--from the "mindset" of the entrepreneur to the challenges of establishing and sustaining new ventures to the institutions and technologies that support new business creation

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Covering both practical and theoretical aspects of strategic management, this three-volume work brings the complex topic down to earth and enables readers to gain competitive business advantages in their marketplace.

This book includes over 30 real-life, up-to-date, award-winning case studies in scientific fields such as biotechnology, biomedicine, high-tech engineering and information technology. The case studies are arranged in modules that track the typical life cycle of creating and growing a new venture, which presents a comprehensive picture of entrepreneurial activities. The text is written in a language and style that managers will appreciate.

This volume offers insight and perspective on entrepreneurship from the foremost academic leaders in the field.

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

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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.

This book is a practical guide to personal and business negotiations. It is unique in going beyond the bargaining phase of negotiation to cover the entire process from your decision to negotiate through an evaluation of your negotiation performance. Also included are tools such as a negotiation planner, "decision trees" for calculating negotiation alternatives, psychological tools for increasing negotiation power, and tools for assessing your negotiation style.

Current global economic crises call for social responsibility to replace neo-liberalistic, one-sided and short-term criteria causing monopolies of global enterprises. Humanity's existence is endangered under the threat of global capitalism, unless the positive concept 'everyone's social responsibility impacts everyone in society' becomes the basis of the new socio-economic order. This concept must be realized together with related concepts of 'interdependence' and 'holism,' embodying the principles of accountability, transparency, ethical behavior, and respect for stakeholders--to support the rule of law, international norms, and human rights. Social Responsibility – A non-technological innovation process explores the realm of social responsibility in the context of innovation, business practice and economic crises. Readers can apply related principles to their business practices and enhance their business prospects in a modern environment facing the challenges of socio-economic crises. This volume is intended for graduates and professionals working in government organizations and commercial enterprises, to learn basic concepts about social responsibility and introduce holistic management practices in their daily and professional lives.

A totally updated and revised new edition of the most comprehensive, reliable guide to modern 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.

As governments across the world look to entrepreneurship as a way to increase the

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wealth and well-being of their countries, this volume brings together leading scholars to provide a comprehensive overview of entrepreneurial activity based on empirical data. 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. Other topics covered include marketing, legal and tax issues, intellectual property issues, franchising, and harvesting your business. It includes new case studies and examples, with an emphasis on strengthening the chapters on business and financial planning and entry strategies.· The Entrepreneurial Process· Opportunity Recognition · Entrepreneurial Marketing · Writing a Business Plan · Building Your Pro Forma Financial Statements · Venture Capital · Debt and Other Forms of Financing · External Assistance for Startups and Small Businesses · Legal and Tax Issues · Intellectual Property · Franchising · Entrepreneurs and the Internet · Managing a Growing Business · Harvesting Your Venture: A Time for Capturing Value An updated edition provides coverage of such topics as leadership, building high-performance teams, managing individual behavior, negotiating strategically, and managing human resources.

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.

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