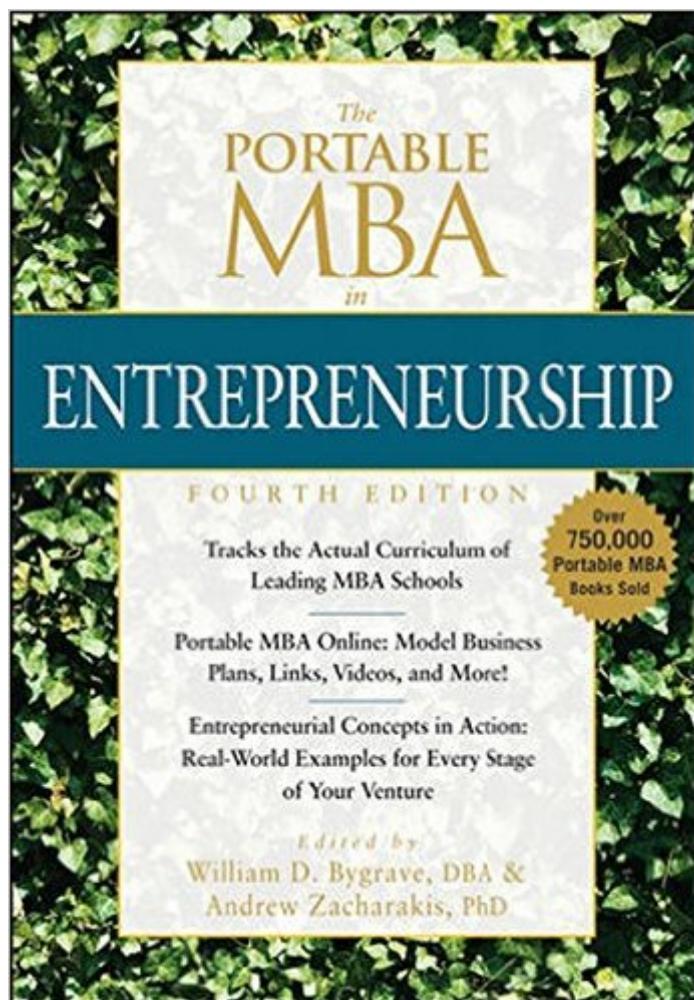


The book was found

The Portable MBA In Entrepreneurship



Synopsis

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.

Book Information

Hardcover: 504 pages

Publisher: Wiley; 4 edition (December 2, 2009)

Language: English

ISBN-10: 0470481315

ISBN-13: 978-0470481318

Product Dimensions: 7.3 x 1.5 x 10.3 inches

Shipping Weight: 2.3 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 starsÂ See all reviewsÂ (17 customer reviews)

Best Sellers Rank: #152,946 in Books (See Top 100 in Books) #36 inÂ Books > Business & Money > Finance > Corporate Finance > Venture Capital #140 inÂ Books > Business & Money > Management & Leadership > Management Science #1277 inÂ Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

Customer Reviews

This book is dry and scholarly like a textbook as the title implies. It's not of much use to a small

business or by any means covers a fraction of the things any business needs to know. The one area this bpbook is outstanding compared to others I've read about starting businesses, especially small ones is it's superior coverage of writing business plans and writing your pro-forma statement. For those two topics, it's essential reading unless you look for the info online. Otherwise, Rieva Lesonsky's AWESOME "Start Your Own Business" is a TRUE encyclopedic resource covering virtually all aspects of starting any business, big or small, that is a "true MBA" on the subject. It covers many topics other books don't, especially this one, is an easy read that gets to the point, and only BOOKS on specific topics like e-commerce or accounting have much more to add.

This book is a wealth of information. I would reccomend this book to anyone who is looking at opening his or her own business. As a business consultant I have learned many priniciples and methods from this book that I have applied with working with many of my customers. I will be giving my cutomers this a gift when purchasing my services in the future due to the wealth of knowledge available in this book!!!

This book seems to be taken from a similar text book by the authors and used in the Entrepreneurship 510 class at Devry University (just to be clear, my text book for this class is also by Bygrave and Zakarakis and simply entitled "Entrepreneurship" (my copy is a Devry ediion with the Devry cover on it but the text is actually from the authors above 2nd edition). Although the chapter layout is not quite the same, the text within it is the same. The ISBN on my book is 978-0-470-45037-6 (pbk).If you are planning on attending this school or notice that your Entrepreneurship class book has the same authors, I'd be wary of buying this book as I am certain that the information contained in both is extremely similar, just organized a little different.

Useful, but super dense. I didn't end up needing lots of the pieces therein but it was useful for the mindset it presents. This is mostly useful for folks looking for large capital investments from VCs.

I would give this book 10 stars if I could. It breaks down just about everything you want to know about starting a business. Some of the material may be outdated since it was written some years ago BUT it is still worth the price even though you can look up some of the stuff on the Internet. It is nice and convenient to have everything you would want to know in one spot. The book is also very well written.

This content was the core of my Managing Growth Management MBA course. The info is invaluable. You can get almost as much out of reading this book as from taking a class. Make sure to go online and download the content that goes with the book. I used the financial statements downloaded for my business plan. I realized I needed the book while I was on vacation, only 2 days before class started and I had 2 chapters to read before class! Thanks to prime and the supplier, I got the book on time.

Good information for someone looking to start their own business

Dense book. Hard to get through, but full of information.

[Download to continue reading...](#)

The Portable MBA in Entrepreneurship (The Portable MBA Series) The Portable MBA in Entrepreneurship The Portable MBA in Entrepreneurship Case Studies The 30 Day MBA in Marketing: Your Fast Track Guide to Business Success (30 Day MBA Series) The Fast Forward MBA in Project Management (Fast Forward MBA Series) Entrepreneurship and Innovation in Automobile Insurance: Samuel P. Black, Jr. and the Rise of Erie Insurance, 1923-1961 (Garland Studies in Entrepreneurship) Boulevard of Broken Dreams: Why Public Efforts to Boost Entrepreneurship and Venture Capital Have Failed--and What to Do About It (The Kauffman Foundation Series on Innovation and Entrepreneurship) The Portable Nietzsche (Portable Library) The Portable Enlightenment Reader (Portable Library) The Construction MBA: Practical Approaches to Construction Contracting Your MBA Game Plan, Third Edition: Proven Strategies for Getting Into the Top Business Schools MBA Admission for Smarties: The No-Nonsense Guide to Acceptance at Top Business Schools MBA Admissions Strategy: From Profile Building to Essay Writing Complete Start-to-Finish MBA Admissions Guide The MBA Application Roadmap: The Essential Guide to Getting Into a Top Business School Complete MBA For Dummies The Photographer's MBA: Everything You Need to Know for Your Photography Business How to Get into the Top MBA Programs, 6th Editon Secrets to Getting into Business School: 100 Proven Admissions Strategies to Get You Accepted at the MBA Program of Your Dreams Your MBA Game Plan, Third Edition

[Dmca](#)