



Patterns of Entrepreneurship Management

By Jack M. Kaplan, Anthony C. Warren

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This fourth edition prepares entrepreneurs for the rewards and pitfalls of this career choice. It explores a new theme throughout the chapters on how to effectively manage a start-up company. *Focus on Real Entrepreneurs* sections highlight how entrepreneurs position their companies to meet the various marketing, financial, and technological challenges. *Management Track* sections present key management issues while following the development of a real company. Entrepreneurs will also find real situations and examples on which they can practice the broad range of skills required to start and build a company in today's complex world.

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