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This book is about effectiveness; and what a new manager needs to know to run a new venture successfully. KEY TOPICS: New venture opportunities, planning, marketing, financing, and growth management. MARKET: For entrepreneurs looking to develop a new venture or small business.

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Overview. This book offers students a comprehensive, accessible guide to launching and managing a new venture. Beginning with the planning process and continuing to marketing, financing, and growth, it gives students the insights and practical skills they need to be successful entrepreneurs. This edition's structure aligns more logically with the venture's lifecycle, so the reader is equipped to develop a strong business model.

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The growth of any new business venture is a product of both the opportunity selection and management factors. The true mark of a good venture is how it manages growth and whether it can sustain it. Centralized decision making and

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informal controls characterize entrepreneurial management.

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