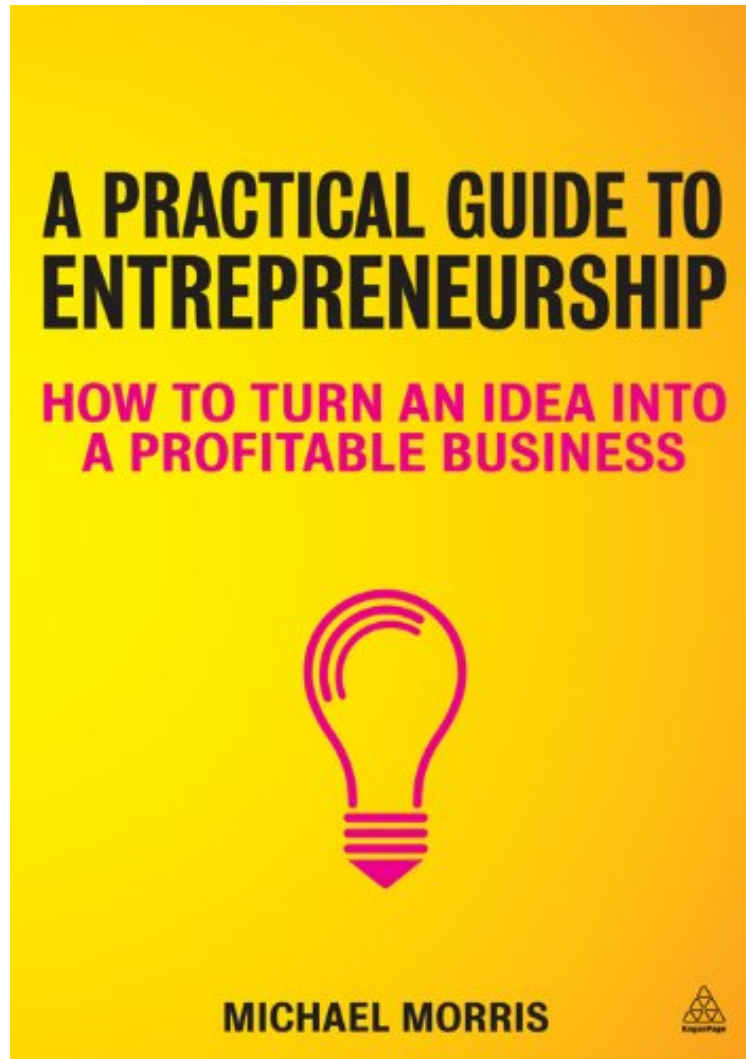


A Practical Guide to Entrepreneurship: How to Turn an Idea into a Profitable Business

Michael J Morris

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Michael J Morris : A Practical Guide to Entrepreneurship: How to Turn an Idea into a Profitable Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised A Practical Guide to Entrepreneurship: How to Turn an Idea into a Profitable Business:

A Practical Guide to Entrepreneurship combines well-researched understanding of entrepreneurship issues with practical guidance in the form of case studies, exercises, advice and tips. Developed as a textbook based on the bestseller Starting a Successful Business by the same author, it's ideal for teaching undergraduates, postgraduates and

MBA students, offering a solid learning experience and a contemporary overview of the subject. It will also appeal to students who are looking for a supplementary text or indeed anyone who is thinking of starting their own business. It includes a section on generating and screening ideas, summaries of academic models and theories, information on new developments in the field and useful supplementary online material for students and teachers.

"[W]ritten for the student of entrepreneurship who wishes to understand the subject, as well as for the individual who may use it as a practical guide to setting up a business. The book is structured as a step-by-step guide through the main issues faced by the new entrepreneur."