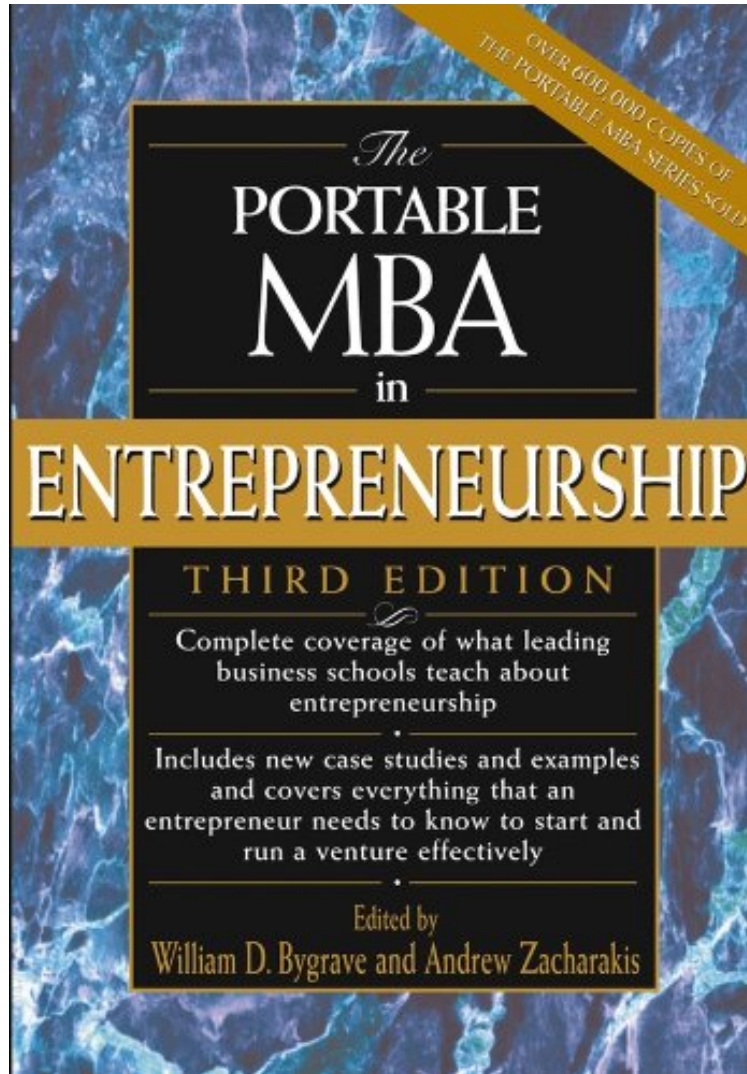


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This new and updated third edition equips real-world entrepreneurs with the same state-of-the-art business knowledge and information taught to MBA candidates in top business schools. Within this book yoursquo;ll find all the entrepreneurial advice you need to run a business: Recognizing great entrepreneurial opportunities Writing a business plan and building your financial statements Securing financing with venture capital or debt financing Franchising your business Managing a growing business Protecting intellectual property Selling a business when the time comes

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