



Small Business Management: An Entrepreneur's Guidebook with CD Business Plan Templates

Leon C. Megginson, Mary Jane Byrd, William L. Megginson

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Small Business Management: An Entrepreneur's Guidebook, 4e, takes a practical, down-to-earth approach to planning, organizing, and managing a small business. While based on current research, theory, and practice, the material is presented from a “how-to” perspective, with many practical examples and applications from the business world. This text also explores arguments both for and against owning a small business. All three authors, Megginson, Byrd and Megginson, have had meaningful experience in the “real world” as an owner, manager or employee of one or more small businesses.

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