

Entrepreneurship: A Real-World Approach

Rhonda Abrams

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Rhonda Abrams

en•tre• pre•neur• ship **A REAL-WORLD APPROACH**

noun. The organization and management of any enterprise, especially a business, usually with considerable initiative and risk.

Hands-on Guide for Today's Entrepreneur

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Rhonda Abrams : Entrepreneurship: A Real-World Approach before purchasing it in order to gauge whether or not it would be worth my time, and all praised Entrepreneurship: A Real-World Approach:

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A practical guidebook for people interested in starting a business with comprehensive coverage of all aspects of starting, running and growing a business. This book includes everything needed to launch a successful business now-- expert strategies, up-to-date trends, business planning guidance, and inspiring real-world case studies, along with worksheets and critical thinking exercises to help would-be entrepreneurs be successful.

"What separates Rhonda Abrams from the crowd? She is an expert in building successful small businesses. And she continues to create timely, meaningful and (most importantly) useful content for academics, students, and business owners like myself. This book is the definitive guide for anyone who either wants to be an entrepreneur or just wants to grow their own business." - Gene Marks, New York Times small business columnist