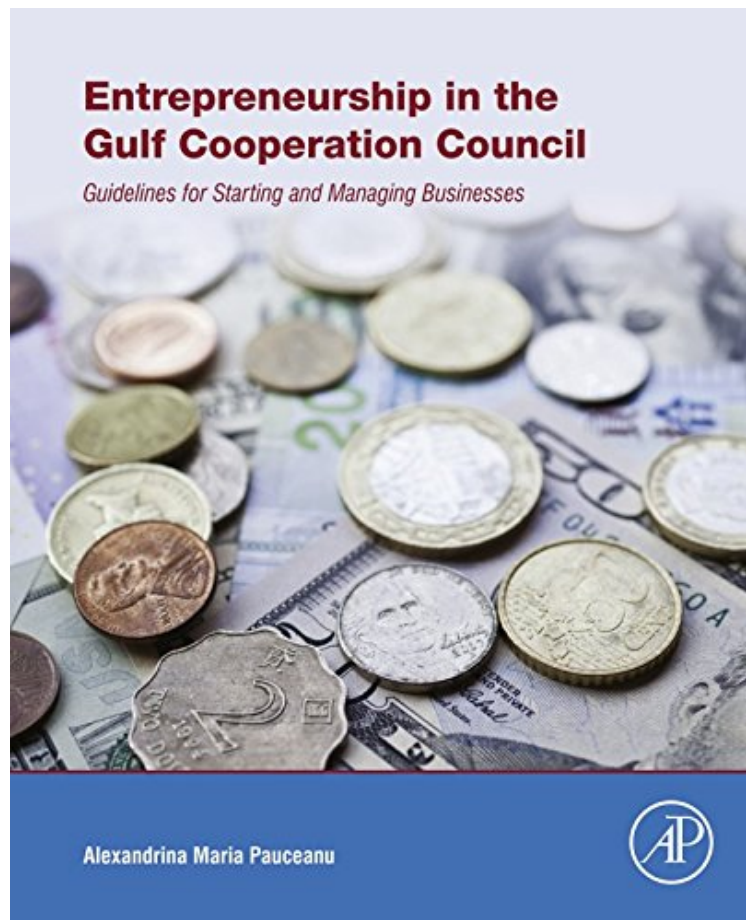


[Mobile ebook] Entrepreneurship in the Gulf Cooperation Council: Guidelines for Starting and Managing Businesses

Entrepreneurship in the Gulf Cooperation Council: Guidelines for Starting and Managing Businesses

Alexandrina Maria Pauceanu

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Entrepreneurship in the Gulf Cooperation Council: Entrepreneurship in the Gulf Cooperation Council promotes a practical approach to starting businesses, and is useful not only for students, but also to anyone seeking practical insights on the essential aspects of entrepreneurship. As a wide-ranging introduction to theories and their applications, the book covers business plans, feasibility studies, and sources of startup funds. Case studies from GCC countries make the book a useful source of guidelines for starting and managing a business. Provides local and regional cases and examples familiar to GCC students Covers all important subjects within entrepreneurship, from cultivating

entrepreneurial habits and values, to sources of business financing Emphasizes the variety of practical alternatives available to entrepreneurs

From the Back Cover Entrepreneurship in the GCC promotes a practical approach to starting businesses and is useful not only to students but also to anyone seeking gain practical insights about essential aspects of entrepreneurship. A wide-ranging introduction to theories and their applications, the book covers business plans, feasibility studies, and sources of start-up funds. Case studies from GCC countries make the book a useful source of guidelines for starting and managing a business. About the Author Alexandrina Maria Puceanu received a Ph.D. in management from the Academy of Economic Studies in Bucharest. She is a Full Professor with over 10 years of national and international teaching experience, for-profit field and consultancy in both multicultural and multilingual environments. Currently she is teaching in Middle East (Oman) and also in Switzerland. She travelled to the Sultanate of Oman to implement her knowledge of SMEs and entrepreneurship and found herself in a community to which she could make significant contributions. She is involved in the Dhofar University Center for Entrepreneurship