



The Portable MBA in Entrepreneurship: Case Study Guide: Case Study Guide

By -

John Wiley Sons Inc, United States, 1997. Paperback. Book Condition: New. 2nd ed.. 250 x 176 mm. Language: English . Brand New Book. The crucial link between theory and practice In The Portable MBA in Entrepreneurship Case Studies you ll meet people who have used the business theories and practices presented in The Portable MBA in Entrepreneurship to start and run their own entrepreneurial ventures. You ll get a real sense of what it takes to conceive, develop, finance, and operate a business, and how particular elements, such as business plans and financial forecasts, function in the real world. These case studies cover a broad variety of service and product industries: retail, wholesale, mail order, and Internet. You ll discover the trials and rewards of starting a travel agency, launching a new glass-cleaning product, setting up a fashion Web site, and selling women s hosiery through direct mail. Other studies cover ventures in the computer industry, the restaurant business, automobile service franchising, and business consulting. Each case study is illustrated with exhibits --financial statements, business plans, sample contracts, and more --and many are supplemented with end-of-chapter questions that help you analyze the viability of each entrepreneurial venture and test your...



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