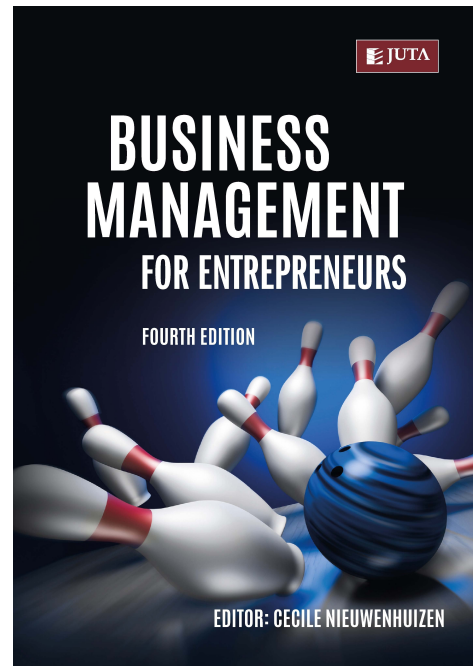


Business Management for Entrepreneurs

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About this Publication:

Being a successful entrepreneur in the 21st century involves more than enthusiasm and a good eye for a new opportunity. A thorough understanding of the essential business functions, as explained in the fourth edition of Business Management for Entrepreneurs, is a prerequisite for entrepreneurs who want to take their business to the next growth stage.

The book guides the entrepreneur through the eight business functions: general management, finance, marketing, operations management, purchasing and the supply chain, human resources, information management and public relations. These management and managerial skills are essential to successfully managing a business that employs more people than when it was initially established.

Contents Include:

Chapter 1: Introduction to business management for the entrepreneur

Chapter 2: General management

Chapter 3: The financial management function

Chapter 4: The marketing function

Chapter 5: Operations management

Chapter 6: The purchasing function

Chapter 7: The human resource function

Chapter 8: Information management

Chapter 9: Public relations

Of Interest and Benefit to:

This edition has been updated to highlight the economic factors and technologies that influence business functions relevant to entrepreneurs. Business Management for Entrepreneurs (fourth edition) is an invaluable resource for students studying Entrepreneurship, all young entrepreneurs planning to start their own business, and entrepreneurs who have their own business but want to learn more about managing the business functions as the business grows.