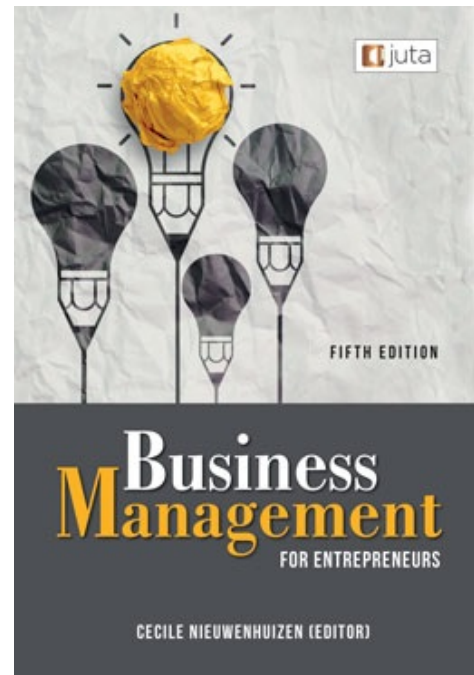


Business Management for Entrepreneurs 5e

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About this Publication:

Being a successful entrepreneur in the 2020s involves more than enthusiasm and a good eye for a new opportunity. A thorough understanding of the essential business functions, as explained in this edition of Business Management for Entrepreneurs, is a prerequisite for entrepreneurs who want to take their business to the next growth stage.

Business Management for Entrepreneurs 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 which employs more people than when it was initially established.

This edition has been updated to highlight the economic factors and technologies that influence business functions relevant to entrepreneurs. Business Management for Entrepreneurs 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.

Contents Include:

- Introduction to Business Management for the Entrepreneur
- General Management
- The Financial Management Function
- The Marketing Function
- Operations Management
- The Purchasing Function
- The Human Resource Function
- Information Management
- Public Relations

Of Interest and Benefit to:

Undergraduates in Entrepreneurship, as well as entrepreneurs who are starting up a new business.