

Workbook for Small Business Management

Theory and Practice

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WEITERE INFORMATIONEN UND BESTELLUNG

<https://shop.lexisnexis.at/workbook-for-small-business-management-9789811395123.html>

Details

This workbook accompanies the textbook *Small Business Management: Theory and Practice*.

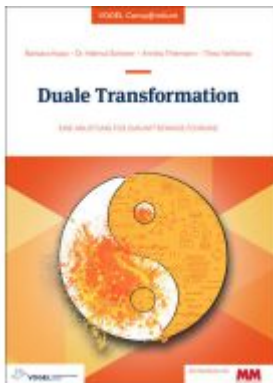
The textbook familiarises students with the theory and practice of small business management and challenges assumptions that may be held about the way small business management can or should adopt the management practices of larger firms.

For students interested in establishing and managing their own small firm, this book helps them to focus their thinking on the realities of life as a small business owner-manager – both its challenges and its rewards.

For postgraduate students that are keen to 'make a difference', this text enables them to understand how they might consult to small firms and assist owner-managers to establish and grow their ventures.

In addition to students, this book is also useful to small business owner-managers as a general guide on how they might better manage their operations. Managers in large corporations and financial institutions who deal with small businesses as clients or suppliers, and professionals such as accountants, lawyers and consultants who provide advice and other services to small businesses will also find the book of interest.

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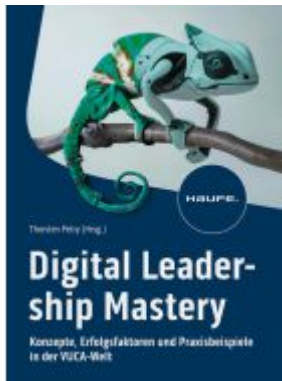
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