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Titolo	Small Business Management : Theory and Practice // by Tim Mazzarol, Sophie Reboud
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ISBN	981-13-9509-8
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Descrizione fisica	1 online resource (597 pages) : illustrations
Collana	Springer Texts in Business and Economics, , 2192-4341
Disciplina	070.4068
Soggetti	Small business Strategic planning Leadership Small Business Business Strategy and Leadership
Lingua di pubblicazione	Inglese
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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Chapter 1: The role of the small business within the economy -- Chapter 2: Entrepreneurs vs. owner-managers -- Chapter 3: Surviving the early years -- Chapter 4: Planning and strategy in the small firm -- Chapter 5: Creating customers -- Chapter 6: The process of growth in the small firm -- Chapter 7: Small firms and human resources -- Chapter 8: Debt vs. equity -- Chapter 9: Cash flows, profit and working capital -- Chapter 10: Franchising and legal issues for small businesses -- Chapter 11: Buying, selling and valuing the business -- Chapter 12: The owner-manager and the troubled company -- Chapter 13: Using technology.
Sommario/riassunto	This 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.
