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Nota di contenuto	Cover -- Halftitle -- Title -- Copyright -- Description -- Contents -- Preface -- Chapter 1: Introduction -- Chapter 2: Is This Option Right for You? -- Chapter 3: How Can You Grow Your Business? -- Chapter 4: Stakeholders -- Chapter 5: Uncertainty, Risk, and Change -- Chapter 6: Short-, Medium-, and Long-Term Planning -- Chapter 7: Networking and Social Media -- Chapter 8: Marketing -- Chapter 9: Understanding Key Financial Statements -- Chapter 10: Managing Expansion -- Chapter 11: Understanding Resources -- Chapter 12: Process Management -- Chapter 13: Trading in Other Countries and Trading Blocs -- Chapter 14: Conclusions -- Bibliography -- About the Author -- Index -- Adpage -- Backcover.
Sommario/riassunto	This book is perfect for anyone looking at business and entrepreneurship. It is ideal for anyone with an interest in business and anyone who has aspirations to start their own business--outlining key principles of the entrepreneurial adventure and the business world, bringing it to life using case studies. Within this text you will find useful and practical information about business and entrepreneurship. James provides a robust understanding of the theory and real-world implications of running a successful business. He also describes and explains the whole process from understanding the implications and risks, the start-up stage through to future expansion.

