



Small Business Management: Entrepreneurship and Beyond

Timothy S. Hatten

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Small Business Management provides a balanced introduction to both entrepreneurship and small business management with a focus on achieving and maintaining a sustainable competitive advantage as a small organization. Current issues including global opportunities, service, quality and technology are highlighted throughout the text. The streamlined format allows instructors to cover the entire text of 18 chapters within a standard semester timeline without sacrificing important topics. The Fourth Edition features an increased emphasis on small business ownership by women and minority groups. The online Business Plan Guide and templates provide some of the most extensive information available on business planning. The text also includes a complete sample business plan.

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