

<<小本经营 Wiley Pathway>>

图书基本信息

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内容概要

In order to become a successful entrepreneur, one has to have a clear understanding of how to effectively manage a small business. This valuable introduction shows budding entrepreneurs how to launch and run their own firm. In addition to explaining the value and appeal of small businesses, it offers a variety of essential start-up lessons, including how to write a business plan, obtain financing, and choose a legal form for any venture.

书籍目录

1. An Introduction to the Small Business Life 2. Small Business Opportunities 3. The Family-Owned Business 4. Developing a Business Plan 5. Sources of Financing 6. Forms of Small Business Ownership 7. The Basics of Small Business Management 8. Legal Concerns of Small Businesses 9. Managing Human Resources in a Small Business Environment 10. Understanding Markets and Pricing 11. Promotion and Selling 12. E-Commerce and the Small Business Owner 13. Using Financial Statements 14. Budgeting and Taxes 15. Purchasing and Inventory Control

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