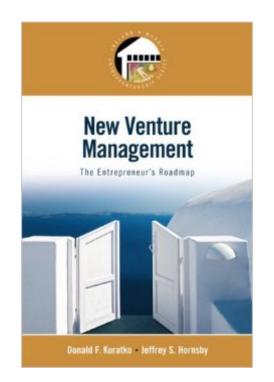
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New Venture Management: The Entrepreneur's Roadmap (Entrepreneurship Series)





Synopsis

This book is about effectiveness; and what a new manger needs to know to run a new venture successfully. New venture opportunities, planning, marketing, financing, and growth management. For entrepreneurs looking to develop a new venture or small business. Â

Book Information

Paperback: 352 pages Publisher: Pearson; 1 edition (January 10, 2008) Language: English ISBN-10: 0136130321 ISBN-13: 978-0136130321 Product Dimensions: 5.9 × 0.9 × 9 inches Shipping Weight: 14.4 ounces (View shipping rates and policies) Average Customer Review: 4.3 out of 5 stars Â See all reviews (7 customer reviews) Best Sellers Rank: #608,322 in Books (See Top 100 in Books) #106 in Books > Business & Money > Finance > Corporate Finance > Venture Capital #465 in Books > Textbooks > Business & Finance > Entrepreneurship #1809 in Books > Textbooks > Business & Finance > Management

Customer Reviews

I had to read this book for class, but I am glad I did. It had a lot of useful information and was concise for the most part. I decided not to resell it because I think I may use if for future reference.

I use this book in an entrepreneurship class at a small college. I use it because it is short, simple, and effective. For people who want a concise, yet complete, overview of how to put a business plan together this book is pretty good.

If anyone is looking to start a business, this is a must have. It sets a ground layer of what to do and what to be prepared for throughout the chapters which are divided up very appropriately.

Technical, organized, useful material. Great crash course in business for non-business backgrounds.

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