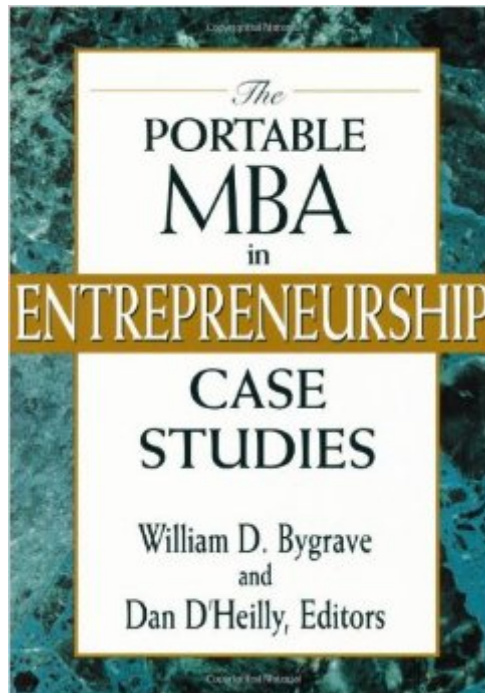


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The Portable MBA In Entrepreneurship Case Studies



Synopsis

The crucial link between theory and practice In *The Portable MBA in Entrepreneurship Case Studies* you'll meet people who have used the business theories and practices presented in *The Portable MBA in Entrepreneurship* to start and run their own entrepreneurial ventures. You'll get a real sense of what it takes to conceive, develop, finance, and operate a business, and how particular elements, such as business plans and financial forecasts, function in the real world. These case studies cover a broad variety of service and product industries: retail, wholesale, mail order, and Internet. You'll discover the trials and rewards of starting a travel agency, launching a new glass-cleaning product, setting up a fashion Web site, and selling women's hosiery through direct mail. Other studies cover ventures in the computer industry, the restaurant business, automobile service franchising, and business consulting. Each case study is illustrated with exhibits --financial statements, business plans, sample contracts, and more --and many are supplemented with end-of-chapter questions that help you analyze the viability of each entrepreneurial venture and test your ability to respond to the challenges you'll face in pursuit of your own entrepreneurial dreams.

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Customer Reviews

This book is an "okay" set of case studies. I say okay because there is no real cohesive structure to the book and the case studies themselves are a little stale, most harking back to the early and mid nineties. Of course, since the book was published in 1997, this is to be expected. If I had had the foresight, I would have either waited for another edition (if one is forthcoming) or look for another one. Aside from the dated material, the case studies were written by many different people. This

reduces the book's usefulness as a study tool, or even a good read. Personally, I would have liked to have a little analysis by the authors. I'd have to rate this book as average.

This book can be considered above average. However, it does not cover too many cutting edge technology related cases that interests the today's entrepreneur. Nonetheless, the book can be a starting ground to kick-start anybody's little venture and avoid some of the mistakes covered in the cases.

this book does a great job exposing issues that entrepreneurs go through. It does so by using real instances in real businesses. definite buy

Good overall case study read to gain insight into the life of what it is and take to be an entrepreneur.

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