

Reviewers Guide

Bid ID#: 19819

Course Title:

Entrepreneurship: Owing Your Future

ISBN: 9780138044411

Main Program components: Student Edition Hardcover with six (6) MyLab digitally delivered access codes

Program Description

Entrepreneurship: Owing Your Future provides a comprehensive guide through the entrepreneurial journey, with a strong focus on developing the entrepreneurial mindset skills and behaviors necessary to be a successful entrepreneur. The text focuses on critical business concepts such as opportunity recognition, lean market research, marketing communications, financial analysis, business planning, and goal setting. It can be used as a professional resource for anyone looking for an entrepreneurial career path or to **prepare for the Certiport Entrepreneurship & Small Business certification exam.**

Publisher Website Link:

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