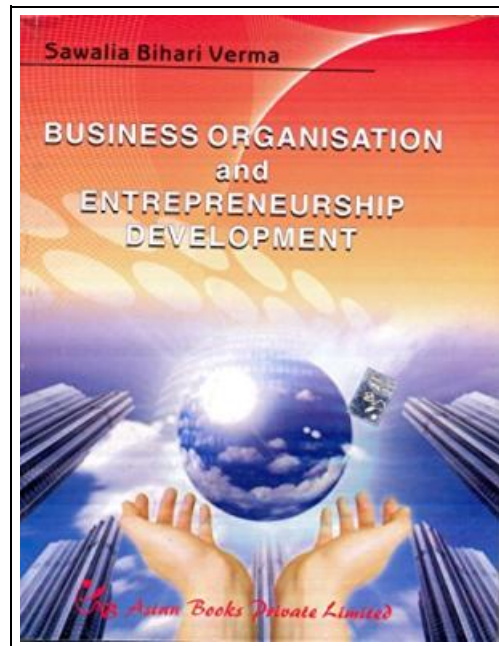


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Asian Books Pvt. Ltd, 2012. Softcover. Book Condition: New. Entrepreneur is today at the crest of popularity. Entrepreneurship education is today's globalization era a fast growing area in colleges, institutions and universities. The book has designed to provide a bird's eye view entrepreneurship. It will be a valuable source of information, useful and interesting to the readers. The volume presents a conceptual clarity, updated information and logical analysis of the subject. It highlights the following aspects:- Case studies: Real life short cases have been provided at the end of some of the chapters. These integrated cases are provided in the end for practice and overall comprehension. Success Stories: The biographies of well known present day entrepreneurs are added with the aim of stimulating the students of entrepreneurship. The demonstrate the traits and action plans of new generation entrepreneurs. Feasibility Studies: Two live feasibility reports on 'solar panels' and 'mineral water' are there to explain the preparation of project feasibility reports in depth. Enthusiastic Style: It is virtually free of jargons. The text is highly readable for students and faculty to learn about entrepreneurship, its promises and opportunities. The book meets the requirements for BBA, M.Com, MBA; Rural Management, Gandhian thought under UGC Syllabus. The book also covers polytechnic; B.Tech; and so many professional and vocational curriculum. The book also serves as a reference guide for those planning project and research to take entrepreneurship as a career Table of Contents Preface PART A - BUSINESS ORGANISATION Nature And Scope Of Business Business System Social Responsibilities Of Business Business Environment New Forms Of Business Organisation Business Combination Merger And Acquisition Setting Up A New Enterprise Location Theories Size Of The Business Units Small Business Production Management Productivity Rationalization PART B ? ENTREPRENEURSHIP DEVELOPMENT ? Profile Of Entrepreneur Entrepreneurship-Conceptual Framework Theories Of Entrepreneurship Role Of...

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