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Entrepreneurial Small Business



Synopsis

Entrepreneurial Small Business (ESB) provides students with a clear vision of small business as it really is today. It focuses on the distinctive nature of small businesses that students might actually start versus high growth firms. The goal of the companies described in this textbook is personal independence with financial security; not market dominance with extreme wealth. Traditional beliefs and models in small business are discussed, as well as the latest findings and best practices from academic and consulting arenas. Katz and Green recognize the distinction between entrepreneurs who aim to start the successor to .com and the pizza place around the corner. They discuss the challenges facing entrepreneurs, while keeping focused on the small businesses students plan to start.

Book Information

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Customer Reviews

About the book - easy to read, well organized, lots of good information - makes a good textbook for a college course. The publisher's website has lots of content that is free to access. This review is based on my purchase of a used copy of the original 1st edition, so it was very cheap in comparison to a new 2nd edition (and I think there is a 3rd edition ready to be released in 2010). Ask your professor before you go to the bookstore if this older text is acceptable before choosing it. Another important question - ask if the code to access online content is needed as well. My prof said no code and an old text was OK. As far as I can tell, the "locked" resources don't look very extensive, and I can't see where they'd be that valuable to an instructor. The publisher, however, must love charging the equivalent of \$100 each time a student is forced to buy a sealed copy with an unused

log-in code. So, instead of paying \$209 plus tax at the college bookstore, or \$155 plus shipping from for a sealed 2nd edition with a code, I spent \$10 plus \$4 shipping for a 1st edition, in very good condition, from a used book seller via . I bought about two weeks before the start of classes - all sub \$40 used copies dried up by the first day of the semester. A pretty good deal for me, although there are a few questions in the test bank that my instructor uses that are 2nd edition specific - so far hasn't significantly affected my grade.

this book reads as if it was written only to make money. it contains a ton of unnecessary information. if you have to read it for class get some coffee. if you plan to become an entrepreneur, buy a book written to help people other than the authors, e.g. "business model generation". Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers

Book's well written with excercises to really grasp the idea. I like the idea of having the key terms redefined on the side. The book is more colorful than it needs to be, but it does help with the materials trying to present. This will be a good reference book for those who want to start a business or own a business but want to make it to grow.

Used this book for my online Small Business class, it was wonderful. I enjoyed reading this book, enjoyed the real life scenarios and examples. It explained the ideas very well and was a fairly simple to read.

This was a great transaction for us. The book arrived in the condition quoted and was shipped immediately to us. We will definitely purchase all of our textbooks from , particularly if we can connect with the same seller.

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