

*Librería*  
***Bonilla y Asociados***  
*desde 1950*



**Título:**

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**Precio:** \$1965.00

**Editorial:**

**Año:** 2005

**Tema:**

**Edición:** 3ª

**Sinopsis**

**ISBN:** 9780618640195

Hatten offers a balanced look at both entrepreneurship and small business management\_concentrating throughout on how a small organization can achieve and maintain a sustainable competitive advantage.

The text also includes a full chapter on the business plan, plus two sample plans written by students for service and retail businesses.