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This new and updated third edition equips real-world entrepreneurs with the same state-of-the-art business knowledge and information taught to MBA candidates in top business schools. Within this book you'll find all the entrepreneurial advice you need to run a business:

Recognizing great entrepreneurial opportunities

Writing a business plan and building your financial statements

Securing financing with venture capital or debt financing

Franchising your business

Managing a growing business

Protecting intellectual property

Selling a business when the time comes