

*Librería*  
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Becoming an entrepreneur offers individuals the potential for financial success and independence. Two new guides explore effective strategies for starting and operating a small business. Mariotti, who founded the National Foundation for Teaching Entrepreneurship (NFTE) and provides entrepreneurial training for inner-city youth, has written his book "for any young person who wants to start a business no matter what his or her ethnic background may be." Mariotti discusses the characteristics of the entrepreneur, selecting the business, financing, maintaining financial records, market research, advertising, and writing a business plan. Throughout, he provides numerous case studies of success stories. Moreover, Mariotti's own story of how he began to teach entrepreneurship makes fascinating reading. The lists of resources and sample forms are especially helpful. Although the work is written for young adults, readers in other age groups should benefit from it. Sullivan, the head of a consulting firm for entrepreneurs and small business owners, offers practical advice for starting a small business. He describes selecting a business, partnerships, financing, marketing, insurance, hiring employees, and using new technologies. He presents lists of sources, including information available on the Internet, and writes clearly and concisely, offering new entrepreneurs a starting point to owning and operating a business. Like Mariotti, he offers new perspectives on entrepreneurship.