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Bonilla y Asociados
desde 1950



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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.

In response to reviewer suggestions, the Second Edition has been revised to feature financial and legal topics earlier. In addition, Hatten highlights e-commerce at relevant points throughout the text and in "@e-biz" boxed inserts that discuss online marketing, surfing for a franchise, and finding financing on the Web among other issues. The text also includes a full chapter on the business plan, plus two sample plans written by students for service and retail businesses.