

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



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**Autor:**

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**Tema:**

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**Sinopsis**

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Contains a unique framework to evaluate nascent business ideas

Covers operations, marketing, finance, public issues, and laws relating to intellectual property

Includes many examples and case studies culled from real-life experiences of entrepreneurs

Provides project work in each chapter, which will need interaction with entrepreneurs, experts, and concerned officials

Revised and updated content in all chapters

Two new chapters on 'business models' and 'the social entrepreneur'.

New cases that highlight the recent business dynamics.