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get a better handle on how to start that first business. 5. "The Lean Startup"

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choices to help young entrepreneurs decide on a business type, such as: • Running an online business, • Working from home, • Freelancing, and • Franchising. 1.10 Online Business Doing business online is a relatively low-cost way of starting your business and one that could potentially be done part time.

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ENTREPRENEURSHIP STARTING & OPERATING A SMALL BUSINESS Fourth Edition Steve Mariotti • Caroline Glackin PEARSON Boston Columbus Indianapolis New York San Francisco Amsterdam Cape Town Dubai London Madrid Milan Munich Paris Montreal Toronto Delhi Mexico City São Paulo Sydney Hong Kong Seoul Singapore Taipei Tokyo.

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His popular book The Young Entrepreneur's Guide to Starting and Running a Small Business has recently been published in a new edition by Random House and is used to teach entrepreneurship from the United States to China, India, and the Middle East. Mariotti is a regular attendee and speaker at The World Economic Forum.

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process of starting a business by presenting difficult economic, financial and business concepts in a manner easily understood by beginning business students. This book is based on a proven curriculum from the National Foundation for Teaching Entrepreneurship (NFTE) and draws from Steve Mariotti's 25 years of entrepreneurial teaching experience.

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Entrepreneurship: Starting a Business Learning Objectives 1) Define entrepreneur and describe the three characteristics of entrepreneurial activity. 2) Identify five potential advantages to starting your own business 3) Define a small business and explain the importance of small businesses to the U.S. economy.

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