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SMALL BUSINESS MANAGEMENT delves into the fundamentals of business management, with an emphasis on how to start a business as well as how to manage, grow, and harvest one - the full business cycle. All-new cases, proven exercises, and online activities place students in the role of decision-makers to sharpen their understanding of concepts.

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With a practical approach, the text explores the evolution of the field, highlighting the introduction of revolutionary new

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technologies and social media platforms. The 16th Edition focuses on the positive impacts technology has had on the HR field. For example, the ability to vet potential employees on the internet has shifted more HR responsibilities to managers, leaving HR departments with more time to carry out strategic, long-term endeavors for boosting employee performance and engagement.

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SMALL BUSINESS MANAGEMENT delivers solid coverage of the fundamentals of business management as it teaches you not only how to start a business, but also how to manage, grow, and harvest a business. This market leading text places you in the role of decision maker, allowing you to immediately apply what you've learned to current challenges in today's small businesses.

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CourseMate for Small Business Management, 1 term Instant Access. ISBN-13: 9781285058900. This powerful, interactive online tool walks students step by step through building a business plan—a skill that will benefit them throughout their careers. The system provides informational modules and videos featuring real-world business leaders about each part of the business plan and then prompts students to fill in the templates with information supporting their own business plan.

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Unethical business behaviors take place in every country, but some countries must deal with more serious forms of illegal business activity than others. ANS: T PTS: 1 REF: p. 53 OBJ: 2-4 TYPE: C NAT: Global Dynamics | Ethical and Legal 11. Temptations and pressures to act unethically are thought to be greater in big business than in small business.

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SMALL BUSINESS MANAGEMENT, 16E provides the valuable resources your students will reference and rely upon throughout their entire business careers. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Small Business Management-Justin G. Longenecker 2005-01

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Small Business Management, Sixth Edition, takes a practical and down-to-earth approach to planning, organizing, and running a small business. While employing current research and theory, Small Business Management takes a pragmatic “how-to” perspective illustrating many practical examples and applications from the business world.

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