



Understanding Enterprise, Entrepreneurship and Small Business

By *Simon Bridge, Ken O'Neill, Stan Cromie*

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Understanding Enterprise, Entrepreneurship and Small Business By Simon Bridge, Ken O'Neill, Stan Cromie

A uniquely comprehensive and accessible guide to the key facts, ideas, theories, and thinking about enterprise and entrepreneurship, this text considers their relationship to small businesses and discusses the methods that are taken to promote them. Outlining the importance of the small business sector and the activity of enterprise development, the authors discuss the meaning of enterprise, its perceived benefits, and the cultural, economic, and political influences which affect the behavior of individuals and groups.

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