



Loose-Leaf for Entrepreneurship: The Art, Science, and Process for Success, 2e

Charles Bamford, Garry Bruton

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Entrepreneurship: The Art, Science, and Process for Success, emphasizes three core tenets necessary to start an entrepreneurial venture: <?xml:namespace prefix = "o" ns = "urn:schemas-microsoft-com:office:office" />

The **Art** of turning an entrepreneurial venture into a success

The **Science** of practice as the heart of starting and running a successful entrepreneurial venture

The **Process** that tie these two areas together into a coherent and organized business

With its adaptive learning tools, students learn the **art**, **science**, and **process** of designing, starting, and managing a small business. Through its real-world approach, students are placed in the roles of a financial analyst, marketer, and business owners, and think critically to develop their plan to survive in the ever-changing business world.



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