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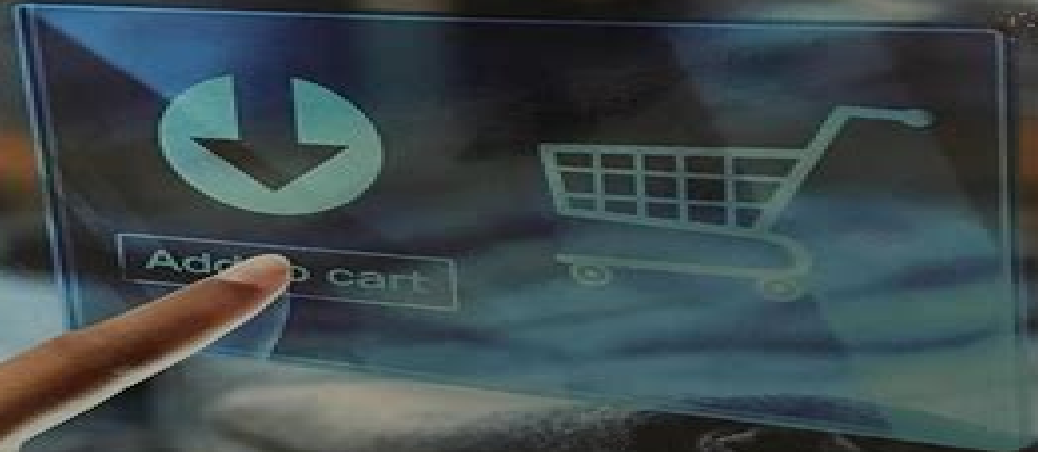
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process of creating a new business venture Small business management addresses various issues of organizing and operating a small business The goal of this textbook is to provide a package covering all of the issues related to business start up and those arising from running a small business within the Australasian and South East Asian contexts The geographic markets for the book are Australasia Australia and New Zealand and South East Asia Indonesia Hong Kong Malaysia and Singapore An increasing amount of goods capital and people are moving between these two regions and this text provides the reader with a better regional understanding of this environment Features The What would you do feature presents a scenario in which an entrepreneur small business manager needs to respond to a problem or situation The Entrepreneur profile in every chapter profiles Australian New Zealand and Asia Pacific entrepreneurs and small business leaders The end of chapter case study profiles an entrepreneurial approach and or small business management issue in the Pacific Rim *Grademaker Study Guide, Marketing, 7th Edition* Susan Peterson, 2004

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