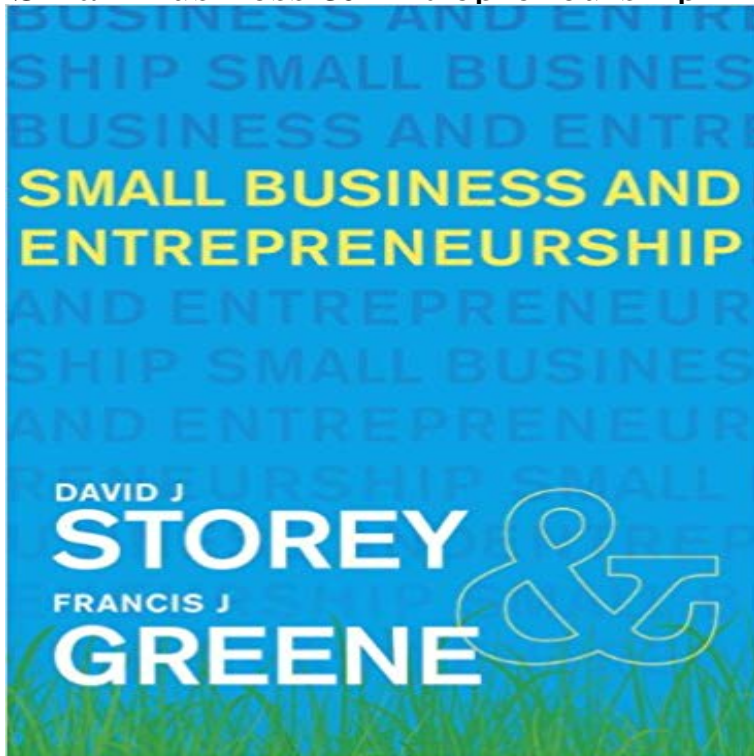


## Small Business & Entrepreneurship



Small Business & Entrepreneurship is written for students on undergraduate and postgraduate courses which aim to provide a comprehensive and thought-provoking view of small business and entrepreneurship. A thorough and international survey of the theory and practice-based evidence of entrepreneurship and small business. Critical examination of key concepts, fundamental to understanding the workings of small business: uncertainty, market power, and lifestyle. Engagement with a variety of perspectives on small business, from economic to organisational to public policy. Short case studies and examples to illustrate key theoretical and managerial issues; longer case studies to explore the bigger picture. Two multi-part case studies which follow longitudinally the development of a business and the development of public policy with regard to small business and entrepreneurship.

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