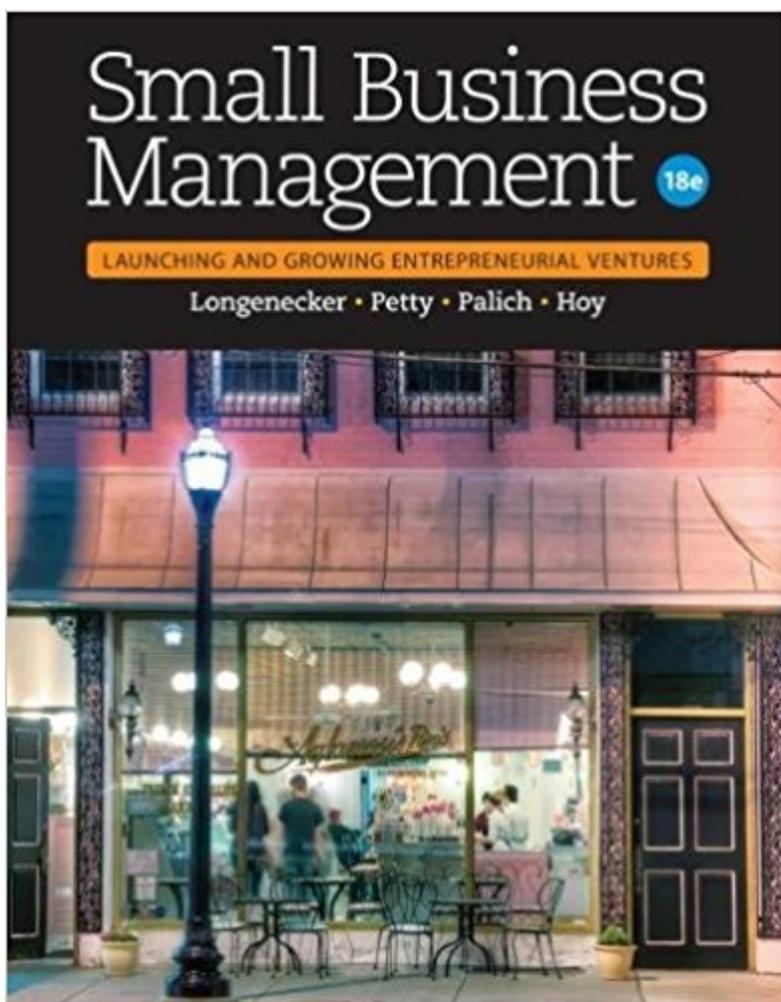


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# Small Business Management: Launching & Growing Entrepreneurial Ventures



## **Synopsis**

Help your students realize their dreams of small business success with Longenecker/Petty/Palich/Hoy's **SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES**, 18E. This popular text continues to lead with its comprehensive approach, precedent-setting coverage, innovative tools, engaging examples, and integrated resource package. **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. Unforgettable examples, exciting video cases, and coverage of the most current developments in business management today keep this engaging text as current and practical now as it was when it led the market in its first edition 50 years ago.

## **Book Information**

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## **Customer Reviews**

Justin G. Longenecker established **SMALL BUSINESS MANAGEMENT** as a leader in the market from the first edition of the book 52 years ago. In addition to this market-leading text, he wrote a number of other business books and numerous articles in journals, such as *Journal of Small Business Management*, *Academy of Management Review*, *Business Horizons*, and *Journal of Business Ethics*. Longenecker was active in several professional organizations and served as president of the International Council for Small Business. In 2005, the United States Association for

Small Business and Entrepreneurship (USASBE) honored him with the Max S. Wortman Lifetime Achievement Award. In addition, the selection as a USASBE Justin G. Longenecker Fellow is the highest recognition that the Association gives to individuals who have made an outstanding contribution to the development, furtherance and benefit of small and medium businesses. Justin Longenecker truly was a legend in his own time and continues to have profound influence through the lives of those who knew him. Longenecker grew up in a family business. After attending Central Christian College of Kansas for two years, he earned his B.A. in political science from Seattle Pacific University, his M.B.A. from Ohio State University, and his Ph.D. from the University of Washington. He taught at Baylor University, where he was Emeritus Chavanne Professor of Christian Ethics in Business until his death in 2005. Bill Petty is Professor of Finance and the W.W. Caruth Chairholder in Entrepreneurship at Baylor University, and has been named a University Master Teacher. He also helped establish the Baylor Angel Network where he now serves on the Board. He holds a PhD and an MBA from the University of Texas at Austin and a BS from Abilene Christian University, where he is a member of the University's Board of Trustees. He has taught at Virginia Tech University and Texas Tech University, and has served as the dean of the business school at Abilene Christian University. Petty's research interests include acquisitions of privately held companies, shareholder value-based management, the financing of small and entrepreneurial firms, angel financing, and exit strategies for privately held firms. He has served as co-editor for the Journal of Financial Research and editor of the Journal of Entrepreneurial Finance. He has published articles in a number of finance and small business journals and is the co-author of a leading corporate finance textbook Foundations of Finance. Petty has worked as a consultant for oil and gas firms and consumer product companies. He also served as a subject matter expert on a best-practices study on shareholder value-based management, funded by the American Productivity and Quality Center, and he was part of a research team for the Australian Department of Industry to study the feasibility of establishing a public equity market for small- and medium-sized enterprises in Australia. He has served on the Board of Trustees for the Financial Management Association and currently serves on the Board of the United States Association of Small Business and Entrepreneurship (USASBE). Finally, he serves as the audit chair for a publicly traded energy firm. Leslie E. Palich is Professor of Management and Entrepreneurship and the W.A. Mays Professor of Entrepreneurship at Baylor University, where he teaches courses in Small Business Management, International Entrepreneurship, Strategic Management, and International Business to undergraduate and graduate students in the Hankamer School of Business. He is also associate director of the Entrepreneurship Studies program at Baylor. He holds a PhD and an MBA from

Arizona State University, and a BA from Manhattan Christian College. Palich's research has been published in the Academy of Management Review, Strategic Management Journal, Journal of Business Venturing, Journal of International Business Studies, Journal of Management, Journal of Organizational Behavior, journal of small business management, and several other periodicals. Palich has taught entrepreneurship and strategic management in a number of countries in Europe and Latin America. His interest in entrepreneurial opportunity and small business management dates back to his grade-school years, when he set up a produce sale venture to experiment with small business ownership. That early experience became a springboard for a number of other enterprises. Since that time, he has owned and operated domestic ventures in agribusiness, automobile sales, real estate development, and educational services, as well as an international import business. Dr. Palich currently owns and operates Lead Generation X, an Internet marketing firm that employs cutting-edge promotional methods to serve its clients and their customers. Frank Hoy is the Paul R. Beswick Professor of Innovation and Entrepreneurship in the School of Business at Worcester Polytechnic Institute, where he serves as director of the Collaborative for Entrepreneurship & Innovation. Previously, he was director of the Centers for Entrepreneurial Development, Advancement, Research and Support at the University of Texas at El Paso (UTEP). Professor Hoy joined the WPI faculty in August 2009. He holds a BBA from the University of Texas at El Paso, an MBA from the University of North Texas, and a PhD in management from Texas A&M University. He was a faculty member in the Department of Management at the University of Georgia for 10 years, where he founded and directed the Center for Business and Economic Studies, coordinated the entrepreneurship curriculum, and served as state director of the Georgia Small Business Development Center. In 1991, he returned to Texas to join UTEP as a professor of management and entrepreneurship and dean of the College of Business Administration. Hoy is a past president of the United States Association for Small Business and Entrepreneurship, which honored him in 2014 with the Max S. Wortman Lifetime Achievement Award. He is a past chair of the Entrepreneurship Division of the Academy of Management. His research has appeared in the Academy of Management Journal, Academy of Management Review, Journal of Business Venturing, and Family Business Review, and he is a past editor of Entrepreneurship Theory and Practice.

This is one of my favorite textbooks and one that I have kept over time. This book allows for quick reference and goes over in detail many of the aspects of small business. Typically business books will focus on one area or another, not really making a holistic plan, whereas this one gives multiple

details and samples of business plans, how to make them, and all areas of setting up a small textbook. Honestly, this is one of the few classes that I took, and in using the book, had a really good idea of what I needed to do to set-up a small business. Eventually, I did, and used this book through out as a reference point of how I needed to get things done. In many ways, that is unusual because textbooks are very theoretical, whereas this one provides more of a "real" perspective.

I bought this for a class from this specific listing here DELIBERATELY because it advertised that it came with the access code for MindTap, and it arrived...no access code. I could have gotten it cheaper elsewhere, but knew I had to make sure to get that code, so I checked and double checked to be sure that I was ordering one WITH the code. Unfortunately I've been screwed and will have to either fork out a lot more money or drop the class. I'm extremely unsatisfied. And as someone who can barely afford my tuition and books on top of that, I'm completely out of luck here. Looks like I've just wasted my tuition on a class I can't participate in.

I've been an adult student for almost 5 years now. And this is the most valuable and relevant textbook I've had to date. This book is a keeper if you want to start a small business. The level of comprehensiveness and detail are unsurpassed.

Basic text book. Full of ads, very basic information you could find online by doing a little research. The book is not tailored for fourth year students. Then again, the choice of this text book could speak more of the teachers at my college than the publishers, who seem to have geared this book to community college or freshman students, not seniors at university. If you like reading about businesses and their services and like looking at big pictures on every page with useless visual graph and "made up" looking charts...this is for you!

interesting

Awful definitions, tedious readings, and bad wording, but it is the one the school requires.

Great information, I was able to reference this book to write my business plan and received a great grade at the University. There is one earlier version, very similar information and it was just a few pages off.

This book by Justin G. Longenecker is an awesome book. It does a fine job of thoroughly explaining exactly what prospective business owners need to know when working toward success operating a small business.

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