



ENTREPRENEURSHIP: The Art, Science, and Process for Success

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:

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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