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Economics, Entrepreneurship, Ethics: The E S of Business (Paperback)

By Daniel R. Hogan Jr. Ph.D.

AUTHORHOUSE, United States, 2013. Paperback. Book Condition: New. 226 x 152 mm. Language: English Brand New Book ***** Print on Demand *****.Economics, Entrepreneurship, Ethics, three subjects one does not often see addressed in one book. Yet upon reading and studying the different treatments, an overlap can be perceived and the interrelation of the three becomes evident for a successful business. The entrepreneur cannot live in isolation. To be successful and start, grow, and manage a profitable business with sustainability, he/she must be cognizant of all the factors that may impact (favorable and unfavorable) the business. In this regard a true internal locus-of-control, a firm belief that if it is to be it is up to me must exist. It is not enough to be expert in a particular line of business or trade. One must know the business-of-the-business. In so doing a working knowledge of the environment in which the business is to survive is essential. Besides the technical knowledge which may be necessary for operations, and besides the sales and marketing acumen possessed, the financial language of the business must be understood and constantly analyzed and monitored. As does the economic conditions of the market, industry, country, and the...



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