



Small Business Management and Entrepreneurship

By David Stokes, Nicholas Wilson



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Understand the latest global developments in small business management and entrepreneurship with this new edition of the market-leading textbook by David Stokes and Nick Wilson. Starting with the broader socio-economic role of small business, the proven author team walk you through the key stages of creating and managing small businesses to show you how value is generated within a diverse range of enterprise settings. From how to plan a business, through franchising, small business marketing, and on to exits and realizing value, Stokes & Wilson is also supported by a host of online resources to provide the complete introduction for modern courses.

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Editorial Review

About the Author

Dr Nick Wilson is Reader in Creativity, Arts & Cultural Management at the Department of Culture, Media and Creative Industries, King's College London, where he founded the MA in Arts & Cultural Management. He was previously Principal Lecturer in Entrepreneurship and Small Business at Kingston University, and Course Director of the Programme of Master's courses in the Creative Industries & the Creative Economy.

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