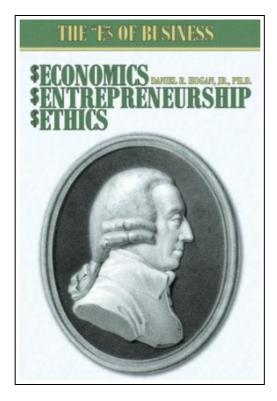
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AUTHORHOUSE, United States, 2013. Paperback. Book Condition: New. 226 x 152 mm. Language: English Brand New Book ***** Print on Demand ******. Economics, Entrepreneurship, Ethics, three subjects one does not often see addressed in one book. Yet upon 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 world; for all will have an effect on the future and success of the venture. Constant attention must be paid to government regulations and legislation. Ethical considerations and behavior must always be in the forefront of decision-making. In the final analysis the true entrepreneur is all alone. No matter how many key employees are hired, business partners and investors are acquired, advisors and consultants are made available, the founder and perhaps the CEO and COO for an extended period of time, can never delegate ultimate responsibility. It is therefore necessary to always be working on the business and not simply...



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