

Entrepreneurship And Small Business Management Ebook

For courses in Entrepreneurship and Small Business Management. Written by award-winning experts, Steve Mariotti and Caroline Glackin, Entrepreneurship and Small Business Management presents complex economic, financial and business concepts in a manner easily understood by a variety of students. Based on a proven curriculum from the Network for Teaching Entrepreneurship (NFTE), it is organized to follow the life-cycle of an entrepreneurial venture—from concept through implementation to harvesting or replication. Filled with examples from a broad range of industries, it moves further into the entrepreneurial process—discussing the business plan and also the unique aspects of managing and growing entrepreneurial ventures and small businesses. This program will provide a better teaching and learning experience—for you and your students. Here's how: Help Students Apply Knowledge from the Text to the Real World: Cases give students the opportunity to solve real-world challenges. Present Special Insights on Presenting and Writing a Business Plan: Go beyond formulating a business plan to include critical topics of management, marketing and operations. Guide Student's Learning: A proven curriculum builds on the expertise of the authors and the Network for Teaching Entrepreneurship (NFTE) to teach the nuts and bolts of how to start and operate an entrepreneurial small business

The new edition of this market-leading textbook provides a holistic introduction to the academic study of entrepreneurship and offers practical guidance for prospective entrepreneurs. Adopting a life-cycle view of a business from start-up to maturity, it explores the many stages and forms of entrepreneurship. With an international outlook and expert synthesis of both theoretical foundations and lessons from real-life business practice, the book offers a complete course guide, fostering entrepreneurial talent, thinking and skills. The author's engaging style and unrivalled expertise drawn from a long-ranging career (as an academic, accountant and entrepreneur) make the book accessible and authoritative. This is an ideal textbook for those studying

Entrepreneurship or Small Business on undergraduate business or management degree courses, as well as on MBA programmes. It will also appeal to those looking to launch their own businesses. New to this Edition: - Updated international case studies from entrepreneurs and small businesses, ranging from Oman to Australia - First-hand, detailed stories from real-life entrepreneurs in brand new video interviews integrated throughout the text - Increased and integrated coverage of social and civic enterprise and hot topics such as effectuation and lean entrepreneurship

`A thoughtful and reflective account of "enterprise", offering meaningful and contextualized knowledge to students at all levels, written in a style that is as engaging as it is informative - and peppered with unobtrusive dry wit' - Professor Sara Carter, OBE, Hunter Centre for Entrepreneurship, University of Strathclyde Enterprise, Entrepreneurship and Small Business is an exciting new text for all students of business. Broad and inquisitive in its intellectual outlook, this provocative but accessible textbook covers core themes and topics in the study of enterprise, as well as looking at subjects that are often ignored, from criminal entrepreneurs and the demise of Enron, to 'entre-tainment' and ethnic and indigenous entrepreneurship. Along the way, the reader

will find an interactive exploration not only of the processes of entrepreneuring, of managing small enterprises, or of the implications of working in an entrepreneurial corporation - he or she will also be challenged to consider enterprise in its social, economic, political and moral contexts. This textbook moves beyond the narrow, prescriptive focus on the 'how' employed by other textbooks, and places equal emphasis on the 'why' - all the time considering the role of enterprise, entrepreneurship and small business in the world we live in. Supported by lively case studies, real-life examples and a concept guide of key terms, this text is ideal for undergraduate and postgraduate students on any course with an emphasis on enterprise and entrepreneurship.

For undergraduate and graduate courses in entrepreneurship and/or small business management. Discover how to successfully launch and manage a small business. Open your students' minds to the possibilities, challenges, and rewards of becoming a small business owner with *Entrepreneurship and Effective Small Business Management*. This text provides students with the tools they need in order to launch and manage a small business. This Eleventh Edition continues to provide students with a practical, hands-on approach to launch a business that has the greatest chance for success. This edition features ten new cases and the most recent statistics, studies, surveys, and research about entrepreneurship and small business management. This program will provide a better teaching and learning experience--for you and your students. Here's how: **Get Students to Think Critically about Concepts:** Cases challenge students to think critically about a variety of topics. **Encourage Students to Apply Concepts:** Examples and exercises allow students to see how entrepreneurs are putting into practice the concepts that they are learning. **Stay on the Cutting-Edge with Today's Hottest Topics:** Every chapter reflects the most recent statistics, studies, surveys, and research about entrepreneurship and small business management. Amid the COVID-19 pandemic, small businesses are especially vulnerable. This is one of the first books that explicitly examines the linkage between crisis and entrepreneurship with a specific focus on small businesses. The book adopts a holistic approach and outlines strategies that small business owners can utilize as well as business opportunities that are available in these new market conditions. It also provides a comparative analysis of the current and future market conditions to enable a better understanding of how institutional structures can facilitate or hinder growth. The book also goes on to explain why and how creativity and innovation can help to mitigate the impact of such a crisis on business and highlights why business continuity is especially crucial to family-owned businesses. This timely publication will help to guide small business owners and entrepreneurs to maintain business continuity and build up their resilience in a challenging business climate.

For courses in small business management, entrepreneurship, and new venture creation and/or management. The foundation to building a successful business Taking a practical, hands-on approach to entrepreneurship, this text equips students with the tools and critical-thinking skills they need for business success. Now in its 9th Edition, *Essentials of Entrepreneurship and Small Business Management* teaches students how to successfully launch and manage a business. By dissecting case studies, examining successes and failures in the context of the market, and observing the tactics used by today's.

Entrepreneurship and Small Business Management, Global Edition Pearson Higher Ed Public policy interventions aimed at encouraging, supporting and developing small businesses are important for understanding entrepreneurship and small business management. This textbook is the first to provide teachers and students with a resource that gives an overview of how institutional and policy structures interact with small firm start-ups, continuation and succession/failures. Beginning with a brief introduction to policy processes, the text covers the main policy instruments for entrepreneurial market entry and start-up support, for on-going small business advice and financial support, and succession planning. It particularly focuses on policies that improve the Business Enabling Environment through macroeconomic policy, institutional reform, and deregulation of bureaucratic burdens. Theoretical rigour is complemented by detailed assessments of current policies around the world, including USA, advanced and emerging economies and Policy support from global institutions such as the World Bank and the ILO are included. Written by a pre-eminent scholar of public policy and entrepreneurship, this textbook provides a concise but thorough introduction to the subject for Master's students internationally. Policy recommendations in the author's conclusion also highlight the book's value to policy-makers as they adapt to the globalized, digital world. Entrepreneurship is the most important instrument of social and economic development. It is because of this reason it is remarked that developing countries are not underdeveloped but undermanaged. It is true of Japan. About a century ago Japan was considered as an underdeveloped country. Thanks to the rapid progress made by Management science, now Japan is regarded as one of the most advanced countries of the world. Increasing production and productivity is the need of the hour. These are dependent upon physical factors or natural resources of a country and its human resource. However, the resources capable of enlargement can only be human resource. All other resources stand under the laws of mechanics. They can be better utilised or worse utilised but they can never have an output greater than the sum of the inputs. Man alone of all the resources available to man, can grow and develop if properly directed and motivated. In line with this thinking, there has been a revolutionary change in management philosophy. He (man) is potentially creative, trustworthy and co-operative. He is also considered to possess the potential for growth, achievement and constructive action with others. It is the job of the management to nurture and tap employee's productive drives. Entrepreneurship, therefore, hold the key to the economic development of a nation. It is because of this reason the U.G.C.'s Unified Syllabus has included the study of business management subject in almost every course in business and management disciplines, be it B. Com., M. Com., B.B.A. or M.B.A., C.A.C.S., C.W.A. and so on. The author has tried to explain the subject in the most simple language. Extensive use of charts, pictures and diagrams has been made to explain and illustrate the difficult concepts and Fundamentals of Entrepreneurship. Important questions asked in the examinations conducted by various universities and professional institutes have been given at the end of each chapter. The authors sincerely believe that the book will be of immense use and help the students preparing for these examinations.

NOTE: This edition features the same content as the traditional text in a convenient, three-hole-punched, loose-leaf version. Student Value Editions also offer a great value; this format costs significantly less than a new textbook. Before purchasing, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. For Student Value Editions that include MyLab(tm) or Mastering(tm), several versions may exist for each title -- including customized versions for individual schools -- and registrations are not transferable. In addition, you may need a Course ID, provided by your instructor, to register for and use MyLab or Mastering platforms. For courses in small business management, entrepreneurship, and new venture creation and/or management. The foundation to building a successful small business Taking a practical, hands-on approach to entrepreneurship, this text equips students with the

tools and critical-thinking skills needed for small business success. Now in its 9th Edition, Essentials of Entrepreneurship and Small Business Management teaches students how to successfully launch and manage a business. By dissecting case studies, examining successes and failures in the context of the market, and observing the tactics used by today's most successful small business ventures, students can develop the skills that will give them a unique advantage in a hotly competitive environment. Also available with MyLab

Entrepreneurship By combining trusted authors' content with digital tools and a flexible platform, MyLab personalizes the learning experience and improves results for each student. NOTE: You are purchasing a standalone product; MyLab(tm) Entrepreneurship does not come packaged with this content. Students, if interested in purchasing this title with MyLab Entrepreneurship, ask your instructor to confirm the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the loose-leaf version of the text and MyLab Entrepreneurship, search for: 0134890442 / 9780134890449 Entrepreneurship and Small Business Management, Student Value Edition Plus MyLab Entrepreneurship with Pearson eText -- Access Card Package, 9/e Package consists of: 0134742400 / 9780134742403 Essentials of Entrepreneurship and Small Business Management, Student Value Edition 0134743067 / 9780134743066 MyLab Entrepreneurship with Pearson eText -- Access Card -- for Essentials of Entrepreneurship and Small Business Management

Business Management for Entrepreneurs introduces entrepreneurs and managers of small and medium-sized businesses to all the functions needed to manage these organizations successfully. This is an essential guide to the small business management competencies that are essential for the success of a smaller business.

Features: Project-based learning in every chapter Academic skills practice integrated throughout Emphasis on developing a business plan and building a business Coverage of Web-based businesses Includes: print student edition

Introduces the processes of new venture creation and the critical knowledge needed to manage a business once it is formed. This text offers complete coverage and a practical hands-on approach to entrepreneurship. Supported by supplementary material for the lecturer and student in both a CD-Rom and companion website.

The GCBME Book Series aims to promote the quality and methodical reach of the Global Conference on Business Management & Entrepreneurship, which is intended as a high-quality scientific contribution to the science of business management and entrepreneurship. The Contributions are the main reference articles on the topic of each book and have been subject to a strict peer review process conducted by experts in the fields. The conference provided opportunities for the delegates to exchange new ideas and implementation of experiences, to establish business or research connections and to find Global Partners for future collaboration. The conference and resulting volume in the book series is expected to be held and appear annually. The year 2019 theme of book and conference is "Creating Innovative and Sustainable Value-added Businesses in the Disruption Era". The ultimate goal of GCBME is to provide a medium forum for educators, researchers, scholars, managers, graduate students and professional business persons from the diverse cultural backgrounds, to present and discuss their researches, knowledge and innovation within the fields of business, management and entrepreneurship. The GCBME conferences cover major thematic groups, yet opens to other relevant topics: Organizational Behavior, Innovation, Marketing Management, Financial Management and Accounting, Strategic Management, Entrepreneurship and Green Business. Concise, Contemporary, and Practical The ideal tool for the next generation of entrepreneurs! A time-tested book that today's students need to master the most essential and critical issues involved in starting and managing a successful new

business venture. Take a look! New Sections on "Building a Business Plan," and "Putting the Business Plan to Work." Sample business plan for Sluggers, an indoor pitching/batting cage, included both in the text "and" on the Web site. A dedicated Web site at www.prenhall.com/zimmerer includes numerous links to relevant small business sites, complete chapter summaries with quizzes, and other valuable teaching and learning resources.

Help your students realize their dreams of small business success with Longenecker's market-leading text **SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES, 16e**. This popular text continues to lead with its comprehensive approach, precedent-setting coverage, innovative tools, engaging examples, and integrated resource package. **SMALL BUSINESS MANAGEMENT, 16E** 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. The book's thorough emphasis on building the business plan offers a full complement of chapters plus a full business plan that gives you flexibility in assignment options. 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. Each edition builds upon past strengths with new innovations and breakthrough developments. This edition captures the excitement of small business with multimedia resources; from popular video cases and Small Business and Entrepreneurship Resource Center's robust collection of business-related articles and resources to **SMALL BUSINESS MANAGEMENT ONLINE** student learning tools. **SMALL BUSINESS MANAGEMENT, 16E** provides the valuable resources your students will reference and rely upon throughout their entire business careers. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Follow the dream of owning a successful small business with the insights found in Longenecker/Petty/Palich/Hoy's market-leading **SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES, 19E**. This market-leading book provides the practical concepts, entrepreneurial insights, and comprehensive resources you'll find essential both now and throughout your management future. The book places you in the role of decision-maker, allowing you to immediately apply what you've learned to current challenges in today's small businesses. The authors provide the background you need to create, manage and analyze a business plan for your own venture. Unforgettable examples, current cases and coverage of the most current developments in business management today keep this engaging book as current and practical now as it was when it led the market with its first edition more than 50 years ago. Important Notice: Media content referenced within the

product description or the product text may not be available in the ebook version. This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Written by award-winning experts, Steve Mariotti and Caroline Glackin, *Entrepreneurship and Small Business Management* presents complex economic, financial and business concepts in a manner easily understood by a variety of students. Based on a proven curriculum from the Network for Teaching Entrepreneurship (NFTE), it is organized to follow the life-cycle of an entrepreneurial venture—from concept through implementation to harvesting or replication. Filled with examples from a broad range of industries, it moves further into the entrepreneurial process—discussing the business plan and also the unique aspects of managing and growing entrepreneurial ventures and small businesses.

Now with SAGE Publishing, Timothy S. Hatten's Seventh Edition of *Small Business Management* equips students with the tools they need to navigate the important financial, legal, marketing, managerial, and operational decisions to help them create and maintain a sustainable competitive advantage in small business. Strong emphasis is placed on application with Experiential Learning Activities and application of technology and social media throughout. New cases, real-world examples, and illuminating features spotlight the diverse, innovative contributions of small business owners to the economy. Whether students dream of launching a new venture, purchasing a franchise, managing a lifestyle business, or joining the family company, they will learn important best practices for competing in the modern business world. This title is accompanied by a complete teaching and learning package. Contact your SAGE representative to request a demo. Digital Option / Courseware SAGE Vantage is an intuitive digital platform that delivers this text's content and course materials in a learning experience that offers auto-graded assignments and interactive multimedia tools, all carefully designed to ignite student engagement and drive critical thinking. Built with you and your students in mind, it offers simple course set-up and enables students to better prepare for class. Learn more. Assignable Video with Assessment Assignable video (available with SAGE Vantage) is tied to learning objectives and curated exclusively for this text to bring concepts to life. Watch a sample video on advice for new business owners. LMS Cartridge Import this title's instructor resources into your school's learning management system (LMS) and save time. Don't use an LMS? You can still access all of the same online resources for this title via the password-protected Instructor Resource Site. Learn more.

This program can help your students become successful in creating and running a small business. Its focus is on selecting a business, preparing a business plan, and managing an ongoing operation. Seventy percent of high school students say they want to start their own businesses. This completely revised program provides them with the information and skills that lead to success. It also benefits

student-employees by giving them an appreciation for the realities of business, and it helps all students understand their role as a consumer.

In this holistic and practical introduction to Entrepreneurship & Small Business, Paul Burns takes a life-cycle view of a business, arming students with a comprehensive understanding of the many stages and forms of entrepreneurship. The book unpicks exactly what makes an entrepreneur, what motivates them, how they manage and lead, and how their characteristics help shape the businesses they run. What's new for this edition? - Updated international case studies from entrepreneurs and small businesses, ranging from Oman to Australia (see list below for more details) - First-hand, detailed stories from real-life entrepreneurs in brand new Meet the Entrepreneur video case studies - Exploration of the growing importance of social and civic enterprise and hot topics such as effectuation and lean entrepreneurship - Rich multimedia content in the form of additional teaching and learning resources on the companion website This market-leading book offers a truly global selection of case studies: - 97 cases from across Europe - 22 cases from the U.S. - 9 cases from Far Asia - 7 cases from the Middle East - 6 cases from Southern Asia - 6 cases from Australia

This book examines entrepreneurship and small business in Russia and key countries of Eastern Europe, showing how far small businesses have developed, and discusses how far 'market reforms' and a market mentality have been taken up by ordinary people in the real everyday economy. For each of the countries examined - Russia, Ukraine, Belarus, Poland and Estonia - the book reviews the progress of market reforms within the wider context of social and economic transformation, surveys the development of entrepreneurship and small firms so far, and assesses the role of government in the process, and the strengths and weaknesses of the small business sector.

SMALL BUSINESS MANAGEMENT provides a balanced introduction to both entrepreneurship and small business management, with a focus on achieving and maintaining a sustainable competitive advantage as a small organization. Current issues, including global opportunities, service, quality and technology, are highlighted throughout the text. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Published in 1998. This text is designed as not only a summary of a number of years of reflections by many different researchers, but also a guide for future research and for continuing development of a theory of small business and its environment; a theory that will apply to small businesses everywhere and that will help them become what they hope to be in the 21st century.

Now in its 5th edition this comprehensive, practically focused and highly accessible text explores the contexts, choices and strategies facing the small business venture, including extensive coverage of planning a new venture. Pedagogical features developed in response to market feedback include running case material to explore the same case situation from a number of different but interrelated angles, annotated further reading, new chapter-end real world case studies, learning objectives and linked chapter summaries – providing a student- and lecturer-friendly learning environment. Students on modules such as Personal Development and Effectiveness,

Study Skills, Management Skills, Business Skills, Business Communication, Business Awareness, Managing Oneself and Others at – for example – BABS/BABA, HND/HNC, DMS, MBA levels will all find this a hugely valuable text through study and working life. The SAGE Handbook of Small Business and Entrepreneurship offers state-of-the-art chapters on all aspects of this rapidly-evolving discipline. Original contributions from the best international scholars map the development of Entrepreneurship as an academic field, explore its key current debates and research methods, and also consider its future directions. Part One: The People and the Entrepreneurial Processes Part Two: Entrepreneurship and Small Business Management and Organization Part Three: Entrepreneurial Milieu Part Four: Researching Small Business Entrepreneurship This handbook will be the leading reference book for Entrepreneurship academics and researchers, as well as those from other associated disciplines including business and management, psychology, marketing, sociology and anthropology.

For courses in small business management, entrepreneurship, and new venture creation and/or management. The foundation to building a successful small business Taking a practical, hands-on approach to entrepreneurship, this text equips students with the tools and critical-thinking skills needed for small business success. Now in its 9th Edition, Essentials of Entrepreneurship and Small Business Management teaches students how to successfully launch and manage a business. By dissecting case studies, examining successes and failures in the context of the market, and observing the tactics used by today's most successful small business ventures, students can develop the skills that will give them a unique advantage in a hotly competitive environment. Also available with MyLab Entrepreneurship By combining trusted authors' content with digital tools and a flexible platform, MyLab personalizes the learning experience and improves results for each student. Note: You are purchasing a standalone product; MyLab Entrepreneurship does not come packaged with this content. Students, if interested in purchasing this title with MyLab, ask your instructor to confirm the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyLab Entrepreneurship, search for: 0134890434 / 9780134890432 Essentials of Entrepreneurship and Small Business Management Plus MyLab Entrepreneurship with Pearson eText -- Access Card Package, 9/e Package consists of: 0134741080 / 9780134741086 Essentials of Entrepreneurship and Small Business Management 0134743067 / 9780134743066 MyLab Entrepreneurship with Pearson eText -- Access Card -- for Essentials of Entrepreneurship and Small Business Management Entrepreneurship: Starting and Operating A Small Business, Third Edition, demystifies the process of starting a business by presenting difficult economic, financial and business concepts in a manner easily understood by beginning business students. This edition is based on a proven curriculum from the Network For Teaching Entrepreneurship (NFTE) and includes new case studies, a new Honest Tea Business Plan, and more on topics such as cash flow and e-marketing. Drawing on the experience of Steve Mariotti and Caroline Glackin, students will begin building their business plan as soon as they open the text! In a step by step process students will learn how to start a small business, operate a small business and turn their ideas into viable business opportunities.

Small businesses are the backbone of the tourism and hospitality industry and,

depending on which statistics one uses, represent somewhere between 75 to 95 percent of all firms globally in this sector. The number of entrepreneurs has dramatically and uniformly increased globally over the last ten years. Divided into four sections, *Entrepreneurship and Small Business Management in the Hospitality Industry* takes an intuitive step-by-step progression through each stage of the entrepreneurial process: context, theoretical perspectives and definitions; Concept to reality; The business plan; Growth and the future. Ideal for students at any level, the chapters of this book invite you to ponder upon your reading through a series of 'reflective practice' activities. These, along with case studies, clearly defined chapter objectives, reflections, role-play activities and experiential exercises, allow you to both think actively about themes, concepts and issues and then apply them to a number of suggested scenarios. Perfect preparation for the up-and-coming entrepreneur!

"Entrepreneurship and small businesses are vital determinants of sustainable economic growth, particularly in emerging economies, and are acknowledged as engines driving competitiveness and job creation. Countries that have encouraged and nurtured both of these have stronger economies and are more resilient. Entrepreneurship and small business management focuses on developing the important skills necessary for entrepreneurs to succeed at doing business in emerging economies. Entrepreneurship and small business management provides a balanced theory and practical approach to help budding entrepreneurs develop thriving businesses. Fundamental aspects such as innovation and creativity are discussed as well as entrepreneurial strategies. The concluding section covers the essence of the business plan as well as relevant case studies, which are presented as a way of ensuring understanding."--Publisher's website

Small Business Management provides a balanced introduction to both entrepreneurship and small business management with a focus on achieving and maintaining a sustainable competitive advantage as a small organization. Current issues including global opportunities, service, quality and technology are highlighted throughout the text. The streamlined format allows instructors to cover the entire text of 18 chapters within a standard semester timeline without sacrificing important topics. The Fourth Edition features an increased emphasis on small business ownership by women and minority groups. The online Business Plan Guide and templates provide some of the most extensive information available on business planning. The text also includes a complete sample business plan.

Realize your dream for small business success with this market-leading book. **SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES, 17E** provides the practical concepts, entrepreneurial insights, and comprehensive resources you'll find essential both now and throughout your management future. **SMALL BUSINESS MANAGEMENT** delivers solid coverage of the fundamentals of business management as it teaches you not only how to start a business, but also how to manage, grow, and harvest a business. This market leading text places you in the role of decision maker, allowing you to immediately apply what you've learned to current challenges in today's small businesses. The book's thorough emphasis on building business plans ensures that you can effectively create, manage, and analyze a plan for your own venture. 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. Each edition builds upon past strengths with new innovations and breakthrough developments. **SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES, 17E** offers the insights and practical principles that you'll reference again and again throughout your business career. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Balderson is recognized as a market-leading text that offers strong coverage of the theory of entrepreneurship and small business management, blended with the practical Canadian examples of actual entrepreneur experiences (profiles). Offering numerous individual cases, as well as uniquely offering a comprehensive case that continues throughout the text - Balderson allows students to build upon the concepts as their course progresses. The text is also well known for its student-friendly and practical writing style.

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