

Entrepreneurship Development and Small Business Enterprises (Old Edition)

By Poornima M. Charantimath



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The process of liberalization and economic reforms since 1991 besides creating tremendous opportunities for the growth of entrepreneurship and SSIs has also thrown up new challenges of building competitive strengths, introducing technology up-gradation and quality improvement, and increasing productivity. Entrepreneurship Development and Small Business Enterprises examines these issues and offers valuable insight to students of this subject. It successfully reduces the gap between practical industry experiences and theoretical institutional studies by giving real and practical examples.



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