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# Aligned to the Entrepreneurship and Small Business (ESB) Certification Exam

## **Essentials of Entrepreneurship**

Preparing students for success in the world of entrepreneurship and business

#### Overview

**Essentials of Entrepreneurship** is a graphically illustrated textbook that guides students through the steps it takes to initiate, manage, and sustain a business idea. This comprehensive text begins by helping students recognize entrepreneurial traits and progresses to complex ideas of how innovation kickstarts entrepreneurial ventures. Along the way, students will immerse themselves in topics of financial accounting, business ethics, marketing, and product planning.

The text's cumulative business plan portfolio unites all facets of entrepreneurship to highlight what it takes to launch and oversee an entrepreneurial pursuit. Real-world entrepreneurs are showcased throughout the book to demonstrate the successes and pitfalls of innovation and strategic management.

### **Entrepreneurship and Small Business Certification, v.2 (ESB)**

Essentials of Entrepreneurship is 100% aligned to the skills assessed on the Entrepreneurship and Small Business Certification, v.2 (ESB) Exam and is endorsed by Certiport.

#### **Features**

- Students create and develop a cumulative business plan portfolio
- End-of-chapter review activities and chapter assessments test students' knowledge
- Chapter features highlight real-world entrepreneurs

#### Instructor/Student Resources on eReadiness.com

(Included Free with Classroom Purchase)

- Chapter Review Activities and Answer Keys
- Chapter Review Rubrics
- Chapter Assessments and Answer Keys
- Chapter PowerPoint Teaching Tools
- Sample Business Plan Portfolio
- Discussion Topics and Questions