



Administracion de pequenas empresas / Small Business Management: Lanzamiento y crecimiento de iniciativas emprendedoras / Launching and Growing Entrepreneurial (Spanish Edition)

By Justin C. Longenecker, Carlos Moore, William Petty, Leslie E. Palich

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En este libro encontrara conceptos practicos, situaciones reales y recursos probados indispensables para administrar y dirigir una pequena empresa. Es de lectura accesible, posee el mejor contenido, ilustraciones y recursos destinados al desarrollo del pl.

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