



# SMALL BUSINESS MANAGEMENT

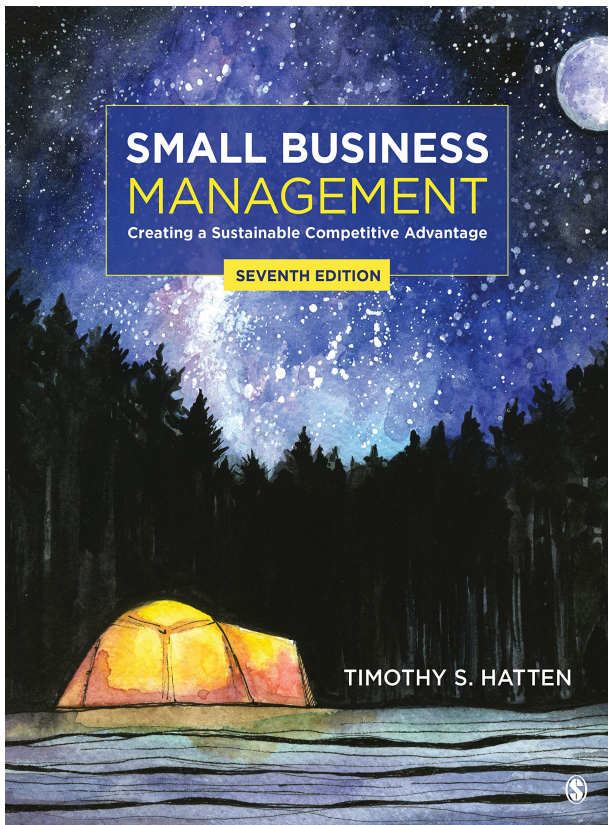
Creating a Sustainable Competitive Advantage

SEVENTH EDITION

TIMOTHY S. HATTEN



# Small Business Management: Creating a Sustainable Competitive Advantage



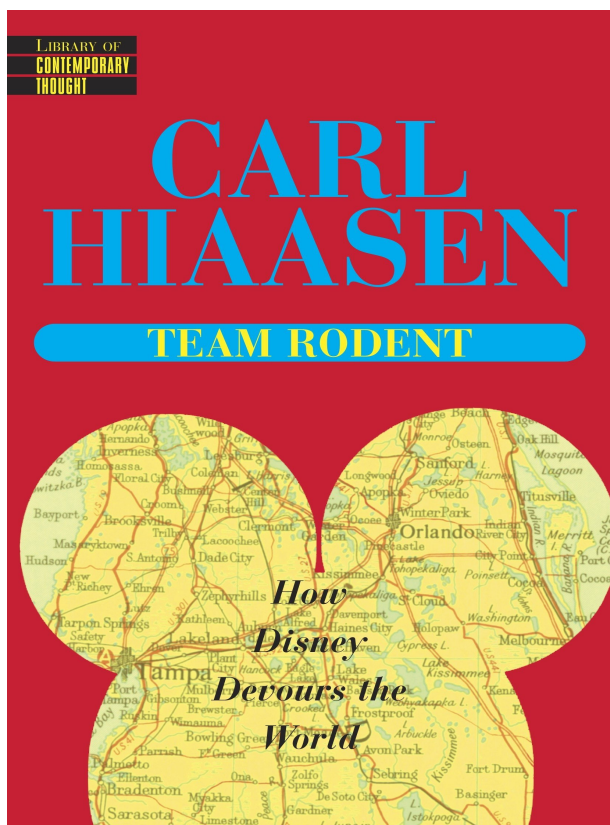
## Small Business Management: Creating a Sustainable Competitive Advantage

### Book Synopsis

Now with SAGE Publishing! Timothy S. Hatten's *Small Business Management: Creating a Sustainable Competitive Advantage, Seventh Edition* 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 your students dream of launching a new venture, purchasing a franchise, managing a lifestyle business, or joining the family company, they will

[READ MORE DETAIL..](#)

# Team Rodent : How Disney Devours the World



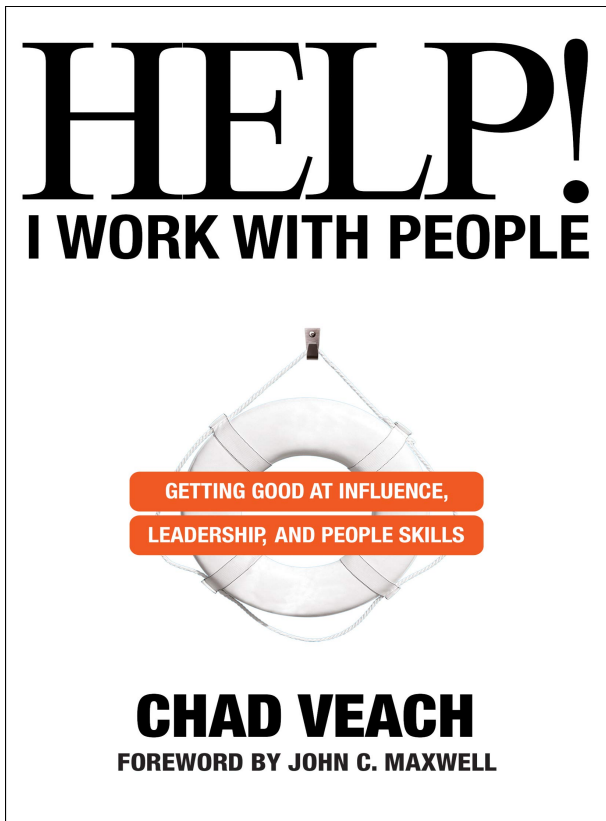
## Team Rodent : How Disney Devours the World

### Book Synopsis

Disney is so good at being good that it manifests an evil so uniformly efficient and courteous, so dependably clean and conscientious, so unfailingly entertaining that it's unreal, and therefore is an agent of pure wickedness. . . . Disney isn't in the business of exploiting Nature so much as striving to improve upon it, constantly fine-tuning God's work.--from TEAM RODENTTEAM RODENTHow Disney Devours AmericaRevulsion is good. Revulsion is healthy. Each of us has limits, unarticulated boundaries of taste and tolerance, and sometimes we forget where they are. Peep Land is here to remind us a fixed compass point by which we can govern our private behavior. Because being grossed out is essential to the human experience without a perceived depravity, we'd have nothing against which to gauge

[READ MORE DETAIL..](#)

# Help! I Work with People: Getting Good at Influence, Leadership, and People Skills



## Help! I Work with People: Getting Good at Influence, Leadership, and People Skills

### Book Synopsis

We know leadership isn't exclusive to corner offices and multimillion-dollar budgets--some of the best leaders are the mentors and technicians who are more comfortable behind the scenes. But what if being an effective leader isn't just about having innovative ideas and high levels of productivity? What if becoming a great leader is more about prioritizing self-awareness and people skills than production and performance? Help! I Work with People is not a book about leadership theory, but rather a handbook on how to connect with people and influence them for good. With his signature transparent and relatable storytelling, Chad Veach uses modern research and biblical principles to encourage you to lean into your leadership potential regardless of your level of influence or experience. In

[READ MORE DETAIL..](#)

# Managerial Communication: Strategies and Applications

Copyrighted Material

## Managerial Communication

Strategies and Applications

SEVENTH EDITION



Geraldine E. Hynes  
Jennifer R. Veltsos

Copyrighted Material



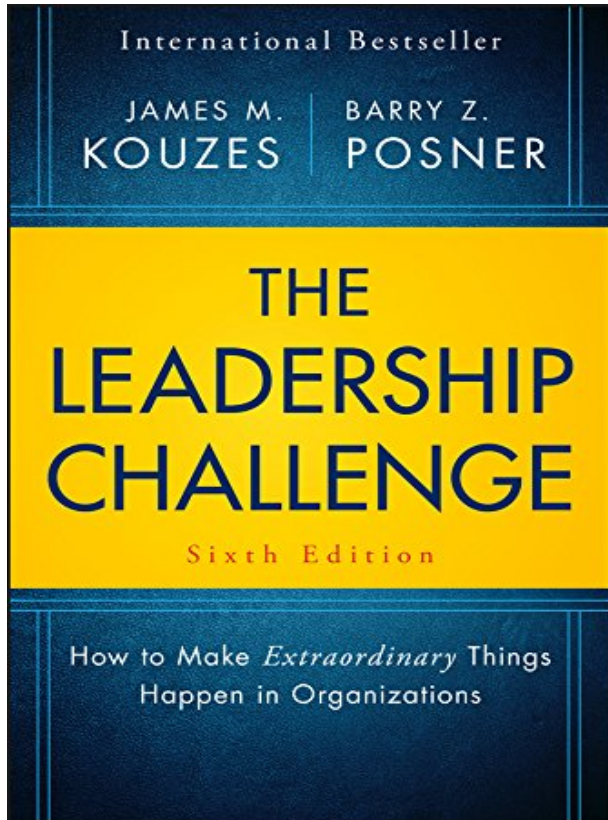
## Managerial Communication: Strategies and Applications

### Book Synopsis

A Practical, Strategic Approach to Managerial Communication Managerial Communication: Strategies and Applications focuses on communication skills and strategies that managers need to be successful in today's workplace. Known for its holistic overview of communication, solid research base, and focus on managerial competencies, this text continues to be the market leader in the field. In the Seventh Edition, author Geraldine E. Hynes and new co-author Jennifer R. Veltsos preserve the book's strategic perspective and include new updates to reflect the modern workplace. The new edition adds a chapter on visual communication that explains how to design documents, memorable presentations, and impactful graphics. New coverage of virtual teams, virtual presentations, and online

[READ MORE DETAIL..](#)

# The Leadership Challenge: How to Make Extraordinary Things Happen in Organizations (J-B Leadership Challenge: Kouzes/Posner)



## The Leadership Challenge: How to Make Extraordinary Things Happen in Organizations (J-B Leadership Challenge: Kouzes/Posner)

### Book Synopsis

The most trusted source of leadership wisdom, updated to address today's realities The Leadership Challenge is the gold-standard manual for effective leadership, grounded in research and written by the premier authorities in the field. With deep insight into the complex interpersonal dynamics of the workplace, this book positions leadership both as a skill to be learned, and as a relationship that must be nurtured to reach its full potential. This new sixth edition has been revised to address current challenges, and includes more international examples and a laser focus on business issues you'll learn how extraordinary leaders accomplish extraordinary things, and how to develop your leadership skills and style to deliver quality results every time. Engaging stories delve

into the

[READ MORE DETAIL..](#)