

# Understanding Enterprise: Entrepreneurship and Small Business

Simon Bridge, Ken O'Neill



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### **Understanding Enterprise: Entrepreneurship and Small Business**

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Understanding Enterprise: Entrepreneurship and Small Business Simon Bridge, Ken O'Neill This comprehensive guide to the key facts, ideas, and theories about enterprise and entrepreneurship considers their relation to small business and discusses measures taken to promote them. The authors outline the importance of the small business sector and consider the cultural, political and economic influences on business growth.



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