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entrepreneur from each major type of business (manufacturing, wholesale, retail, service). Try to match the demographic characteristics of the panel to your class (e.g., women, African Americans, Hispanics, Asians) and to include entrepreneurs from different age

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Question and Answer Guide for Starting and Growing Your

The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything, by Guy Kawasaki (Portfolio, 2004). Mancuso's Small Business Resource Guide, by Joseph Mancuso (Sourcebooks Inc., 1996).

Chapter 2 The Business Plan: Road Map to Success

Entrepreneurship: Starting and Operating a Small Business ; Mariotti/ Glackin, 3rd Edition; Prentice Hall Barringer, Bruce R.. Oklahoma State University: Pearson, Preparing Effective Business Plans An Entrepreneurial Approach, Second Edition 2015.

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