



Entrepreneurship in the Gulf Cooperation Council: Guidelines for Starting and Managing Businesses

Alexandrina Maria Pauceanu

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Entrepreneurship in the Gulf Cooperation Council: Entrepreneurship in the Gulf Cooperation Council promotes a practical approach to starting businesses, and is useful not only for students, but also to anyone seeking practical insights on the essential aspects of entrepreneurship.

As a wide-ranging introduction to theories and their applications, the book covers business plans, feasibility studies, and sources of startup funds. Case studies from GCC countries make the book a useful source of guidelines for starting and managing a business.

- Provides local and regional cases and examples familiar to GCC students
- Covers all important subjects within entrepreneurship, from cultivating entrepreneurial habits and values, to sources of business financing
- Emphasizes the variety of practical alternatives available to entrepreneurs

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