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The subject of his Ph.D. thesis was small enterprise development in the public sector, and he has been involved in many research studies into diverse aspects of small business management, including marketing, critical survival factors and raising finance.

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Small Business Management and Entrepreneurship - David ... About the author (2006) Nicholas Wilson is Principal Lecturer in Entrepreneurship and Small Business at Kingston Business School. David Stokes is Director of Enterprise and Innovation, Kingston...

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With David Stokes, he is co-author of Small Business Management and Entrepreneurship, 6th Edition published by Cengage Learning. Dr Martha Mador is Head of Enterprise Education at Kingston University, London.

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About. Management Accounts Assistant in Liverpool Heart and Chest Hospital. Future Associate at Deloitte working within Private Audit. Graduated July 2020 from University of Liverpool, obtaining a First Class Honours Degree in Accounting and Finance with a Year in Industry - completing my year in industry in Liverpool Heart and Chest Hospital.

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A composite model by Stokes and Wilson (2006) described the five stages, shown in Figure 6-2, as follows: n Stage 1: Concept/test Before a business is launched, it undergoes some form of conception and planning. This may involve a market test or running the business as a part-time operation, before the owner places complete dependence on it.

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He has published widely in the fields of entrepreneurship, small business management

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and entrepreneurial marketing, including the leading text Small Business Management and Entrepreneurship,...

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From how to plan a business, through franchising, small business marketing, and on to exits and realizing value, Stokes & Wilson provide the complete introduction for modern courses.

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