

Unit 2

Owning and Operating a Business

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Real-World Business and Career Profile

Preview

Seventh Generation makes environmentally safe household products such as dish soap and laundry detergent. At the end of this unit, you will learn about Seventh Generation® founder Jeffrey Hollender and how he achieved his success.

Decision Making What type of ownership would you use if you decided to open a company?



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Thematic Project Preview

Entrepreneurship in a Global World After completing this unit, you will research to find out how entrepreneurs conduct business in a global economy.

Project Checklist As you read the chapters in this unit, use this checklist to prepare for the unit project.

- ✓ Think about how globalization affects entrepreneurs.
- ✓ Analyze how technology helps entrepreneurs build global businesses.
- ✓ Look for entrepreneurial businesses in your community that are working in the global marketplace.
- ✓ Discover how different entrepreneurial businesses can increase their market share through globalization.