

Owning and Operating a Business



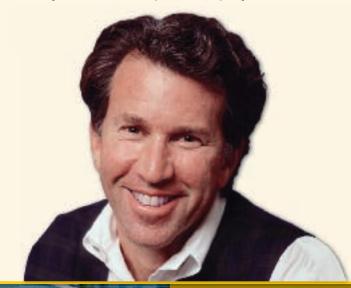


Real-World Business and Career Profile

/ 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?



Unit 2 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.