



Los emprendedores y la creación de empresas (Spanish Edition)

Juan Carlos Leiva Bonilla

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El fomento a la creación de empresas se ha convertido en un tema relevante en materia económica para todos los países. En ese sentido, el presente libro pretende ser un aporte en la formación de aquellos emprendedores motivados en crear su propia empresa. Ya sea que se utilice como libro de texto para cursos de creación de empresas, fomento al emprendimiento, administración de empresas, o de forma autodidacta por el emprendedor, la obra proporciona elementos teóricos básicos, herramientas de aplicación práctica (algunas con soporte en Internet), así como ejemplos y un caso de la realidad costarricense. Asimismo, guía a los emprendedores en un proceso que abarca la búsqueda y evaluación preliminar de ideas de negocios, el diseño de un plan de negocios y los mecanismos de apoyo y financiamiento para lanzar una nueva empresa en el contexto costarricense. Así, esta obra se convierte en una referencia obligada para los emprendedores en el proceso de iniciar sus propias empresas.

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Juan Carlos Leiva Bonilla

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