



Business Enterprise: The Engine of Growth

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ABSTRACT A community depends upon private enterprise for subsistence and growth, for profit, and for means by which people can contribute. Small business empowers people so that they have means to earn money, and ways to use their talents and skills to serve others. Maubach examines, in depth and detail, one successful small business, including its strengths and weaknesses, and its structure, dynamics and operations. Business provides tangible success in offering psycho-logical as well as monetary rewards and is interdependent with local government. Palmerston North is largely composed of small businesses that interact and relate closely with each other and with local decision-making bodies.

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