1. Three primary rewards of entrepreneurship are thought to be profit, independence, and personal fulfillment.

2. Some estimate that entrepreneurs are four times more likely to be millionaires than are those who work for others.

3. Business opportunities exist for any size firm, as long as they can provide products or services that customers desire.

4. Without a strong commitment to integrity on the part of small business leadership, ethical standards can easily be compromised.

5. The goodwill gained from benefiting the community may be worth more than it costs.

MC

1. Know about temptations to act unethically in small firms.

2. Know about entrepreneurs and their competition against powerful companies.

3. Know what a small business is called if they have good prospects.


5. Know about entrepreneurs, and being innovators.

6. Know about opportunistic entrepreneurs.

7. Know about ethics influence on small business.

8. What is the ethical standard?


10. Know what bait advertising is.