

*The Second Last
Word
..... For SMEs*

Manisha Gupta

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Prologue

This book is a collection of my articles written for a Small & Medium Enterprises magazine-“SME World”. The first twelve articles are from my Column “**The Second Last Word**” that I wrote for this magazine. I named this column “**The Second Last Word**”, simply because the editor had the last word!! Through this column, I tried to bring out a different perspective on various issues with regard to the SME sector. The book is appropriately called “**The Second Last Word.....For SMEs**”.

The remaining published articles bring to the fore some more facets relevant to such enterprises. I hope this book will help motivate entrepreneurs in building successful enterprises.

So all you entrepreneurs out there, what are you waiting for? Go right ahead and take the risk of reading it!! After all, isn't risk taking the first step towards entrepreneurship.....???

Manisha Gupta