



By Dr. Telly Kamelia

If you only need the buying answer, the short eText path is still slightly cheaper than the current print copy. The print route still deserves attention because it is far below official print pricing and far below the main platform-based digital options, so ownership makes sense if the course is book-centered and the frameworks are likely to stay useful.

Format	Seller	Current Price	Link
eTextbook 180 Days	Cengage	\$68.99	Check price
Print New	Merybook	\$75.87	Check price
Infuse 1 term	Cengage	\$150.00	Check price
MindTap 1 term	Cengage	\$173.00	Check price
Hardback New	Cengage	\$323.95	Check price

The honest reading is that print does not win the narrow access-cost race. The eText is slightly cheaper. But the current print listing sits in a very different world from the official print and platform pricing, which changes the ownership logic. If your section is truly centered on the book rather than on Infuse or MindTap, keeping the print copy can be a sensible longer-horizon choice.

What this book actually teaches

Small Business Management: Launching & Growing Entrepreneurial Ventures is useful when students move from abstract entrepreneurship talk into real venture questions. It helps readers think about launching, growth, planning, operational tradeoffs, and the frameworks used to compare business choices under uncertainty. That is why some students keep it: the ideas can remain useful once the course ends.

That continued venture-planning value is the only real argument for print here. If the course is heavily platform-driven or you only want the cheapest short-term route, digital still wins. If you want a copy you can keep while testing ideas and revisiting

frameworks later, the current print price is credible.

Who should buy print and who should not

Go digital if you only want the cheapest short-term access or if your section requires Infuse or MindTap. Buy print if the course is book-centered and you expect to keep using entrepreneurship frameworks after the semester. In this market, print is a reasonable ownership choice, but not the cheapest-access choice.

Sources checked

- [Merybook listing search](#)
- [Cengage 180-day eText search](#)
- [Infuse search](#)
- [MindTap search](#)
- [Cengage print search](#)