Entrepreneurship: New Venture Creation

Entrepreneurship: New Venture Creation (4th Edition) A. Tushman 2017 The new 7th Edition of New Venture Creation. Entrepreneurship for the 21st Century, is the most highly reviewed edition ever, this edition, yet still maintains the market defining "Theories of the Entrepreneurial Process" As Amazon, Tushman describes the processes of entrepreneurial development, their purpose is to provide a deeper understanding of the role of the entrepreneur and the entrepreneur's environment. The book identifies the tasks entrepreneurs face, and provides innovative insights on how to overcome the challenges faced by start-ups and small businesses. The book is an essential resource for students, entrepreneurs, and business leaders, providing a comprehensive understanding of the world of entrepreneurship.

Entrepreneurship: New Venture Creation

Entrepreneurship: New Venture Creation (5th Edition) A. Carter 2017 In New Venture Creation: Generating Breakthrough Innovative Ideas and Entrepreneurial Deals, the author, Michael E. Porter, provides a framework for understanding how entrepreneurs can create new ventures. The book is an essential resource for students, entrepreneurs, and business leaders, providing a comprehensive understanding of the world of entrepreneurship.

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