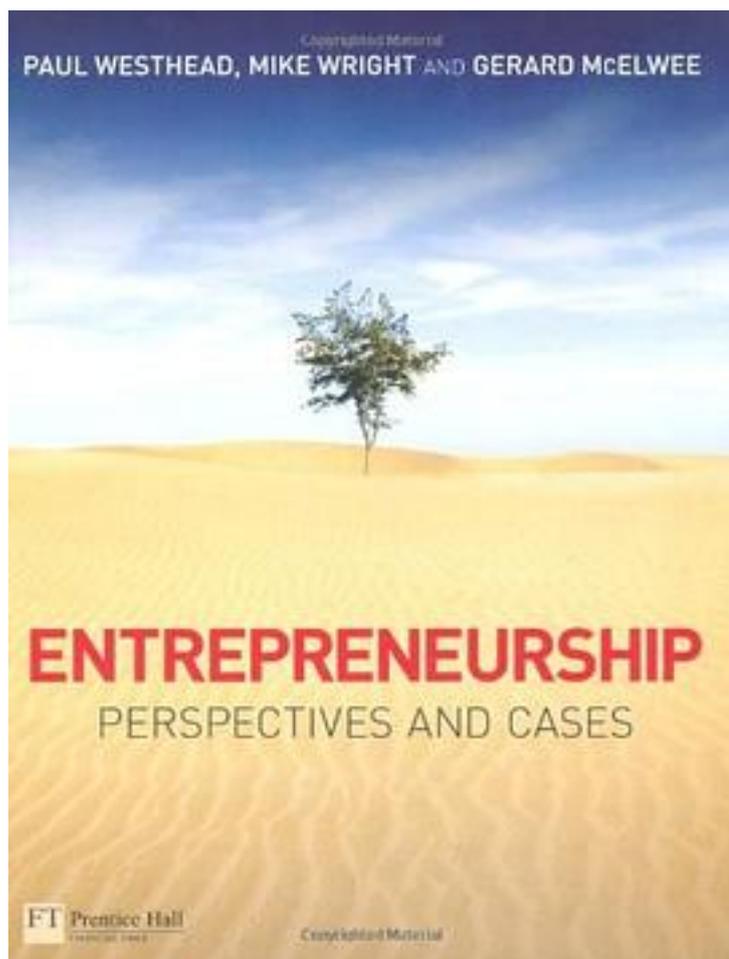# Entrepreneurship

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著者:Rae, David

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This textconnects theory and practice in a whole new way. Other entrepreneurship texts are primarily research and theory oriented, and simply tack on real-world examples, while this book offers a stronger practical approach. It focuses on learning

"for" rather than "about "enterprise. Theory is well covered, but the emphasis is on the individual as the entrepreneur and on creating and seizing entrepreneurial opportunities.

作者介绍:

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