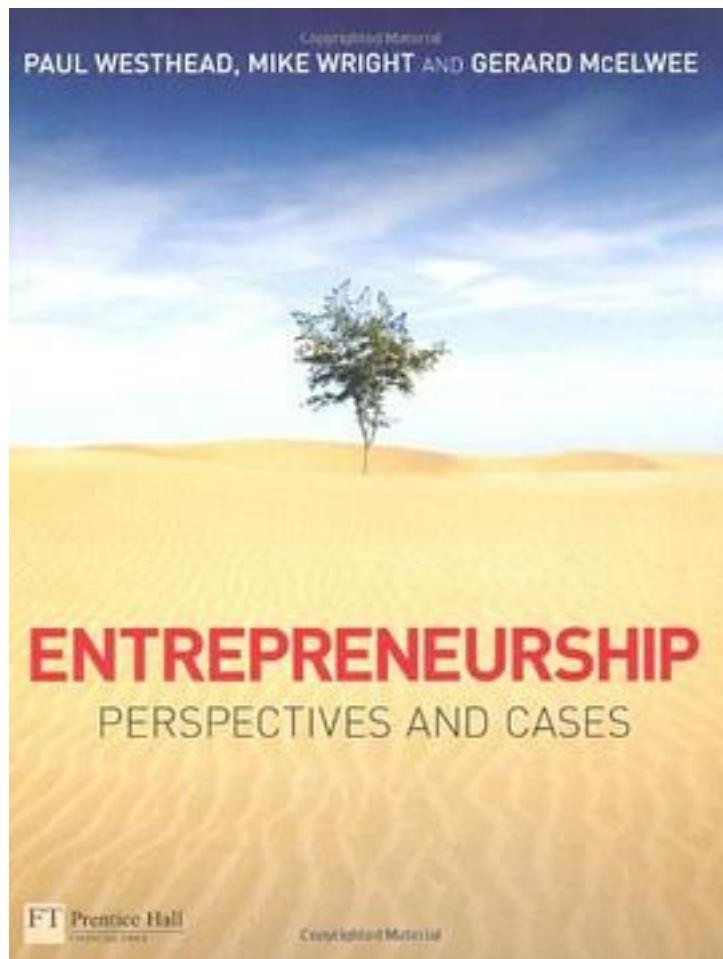


Entrepreneurship



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著者:Hisrich, Robert D./ Peters, Michael P./ Shepherd, Dean A.

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"Entrepreneurship", by Hisrich, Peters and Shepherd is intended for the undergraduate and graduate courses in entrepreneurship and has been designed to instruct students on how to formulate, plan, and implement a new venture. Students are exposed to

detailed descriptions of 'how to' embark on a new venture in a logical manner. Actual case studies and entrepreneur profiles help illustrate successful and not-so-successful ventures.

作者介绍:

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