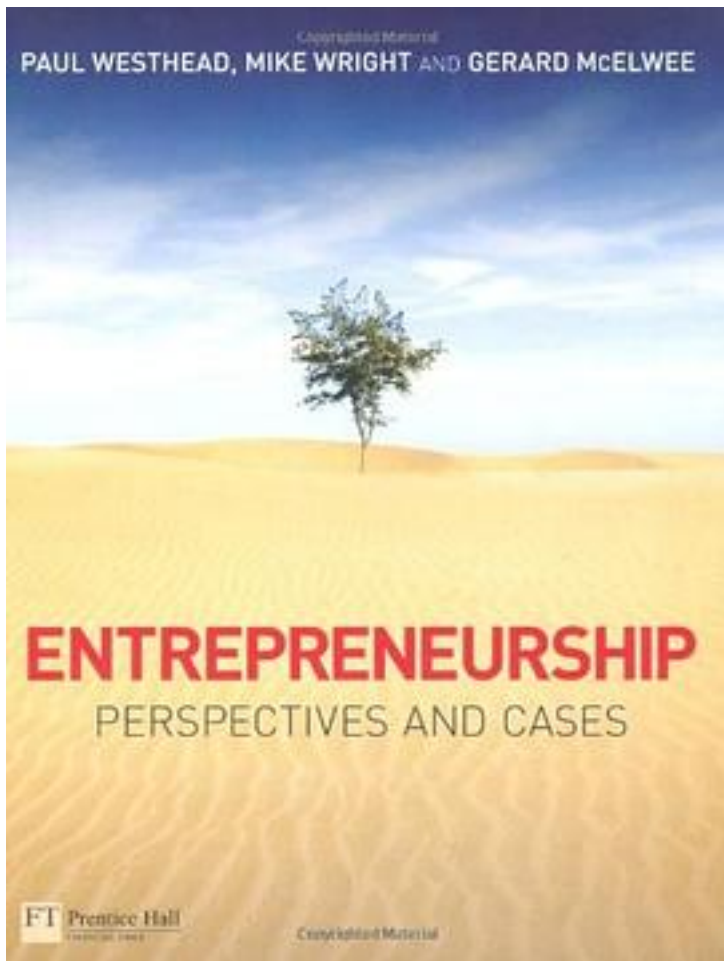


Entrepreneurship



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著者:Robert Hisrich

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The 8th Edition of "Entrepreneurship", by Robert Hisrich, Michael Peters and Dean Shepherd has been designed to clearly instruct students on the process of formulating, planning, and implementing a new venture. Students are exposed to detailed

descriptions of 'how to' embark on a new venture in a logical manner. Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts. The superb author team of Hisrich, Peters, and Shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of today's entrepreneurial challenges. From Bob Hisrich's expertise in global entrepreneurship to Mike Peter's background as a both a real-life entrepreneur and academic to Dean Shepherd's current research on cognition and entrepreneurial mindset, this book balances the crucial line between modern theory and practice.

作者介绍:

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标签

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3d打印

评论

好书!!!

这本书真TMD的好。。

reading list上的書更好看

突然想起忘了加這本…準確考這門的時間是4月19號嗯…早知道這門課考那麼簡單，我絕對不會買這本書…總體來說BUSI的書都異常廢…不過這門課本身還是比較歡樂的…從課程本身到各種奇葩軼事全方位的歡樂…本來我以為最歡樂的人會是Kon，沒想到最後殺出了中東男，good job....

.....

终于！解脱！保佑我illogical的essay吧

第四章阅读中。某六行字很有用。鉴定完毕。

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书评

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