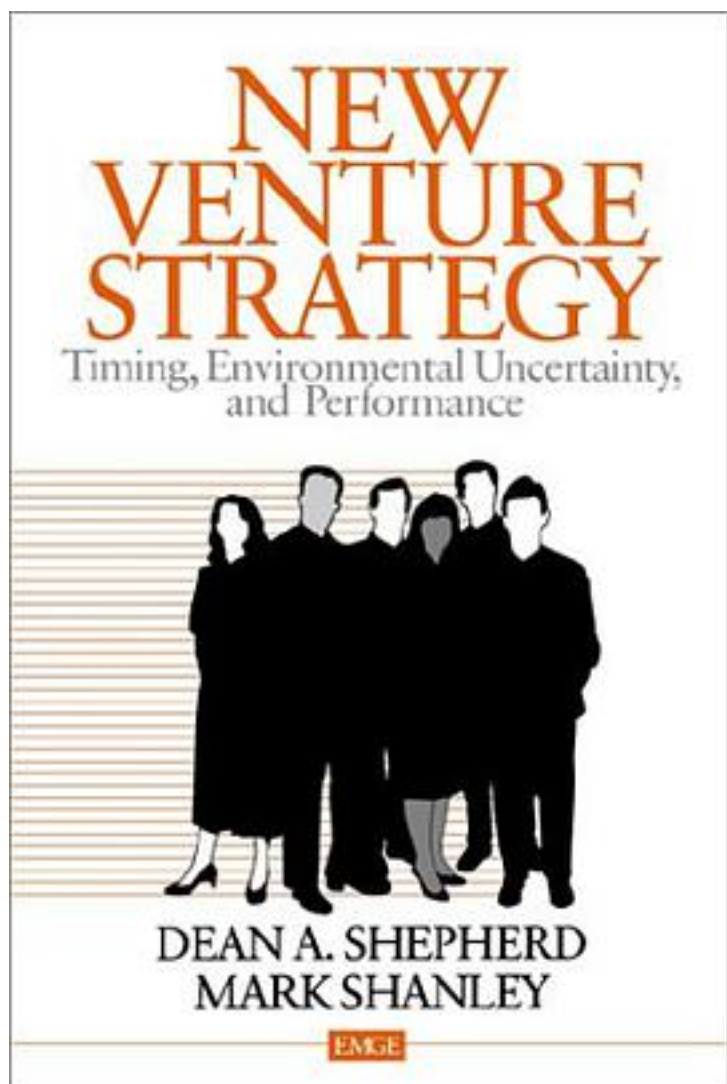


New Venture Strategy



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'The descriptive insights portray in depth both the pros and cons of specific perspective such that the reader is left with a comprehensive overview of the issue being discussed. Overall, it probably works best as a student textbook.' - Paul Hannon, International Small Business Journal Examining in detail the whole process of introducing a new product or service, this book provides a framework for thinking through the issues in new venture performance. Topics covered include entry timing, market conditions, focus or breadth of entry scope, product or process mimicry, creation and development of entry barriers, and differences between individual and corporate ventures.

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