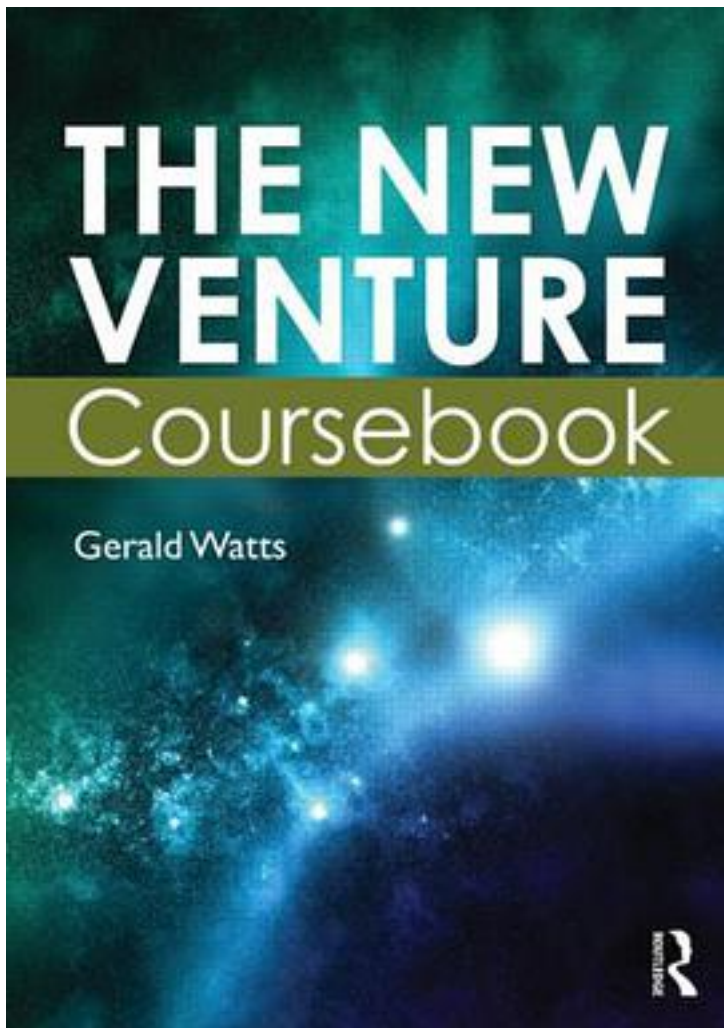


The New Venture Coursebook



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The New Venture Coursebook is specifically written for students taking new venture

courses. It is comprehensive in coverage and helps students to make integrative use of other elements of their business degree. The book helps students to build the bridge between the business plan and their business degree as it provides more depth and academic background and theory.

作者介绍:

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