



Entrepreneurship

By *Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd*

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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.

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