

New Venture Creation: Entrepreneurship for the 21st Century

Stephen Spinelli, Rob Adams



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New Venture Creation: Entrepreneurship for the 21st Century Stephen Spinelli, Rob Adams New Venture Creation: Entrepreneurship for the 21st Century is about the process of getting a new venture started, growing the venture, successfully harvesting it, and starting again. The book presents the substantial body of knowledge about the entrepreneurial process in a pragmatic way - through text, case studies, and hands-on exercises - to help readers compress their learning curves, reduce their ultimate risk and pain, and allow them to gain more from their subsequent entrepreneurial experiences.



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