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Entrepreneurship by Robert D. Hisrich

Robert D. Hisrich is the Garvin Professor of Global Entrepreneurship and Director of the Walker Center for Global Entrepreneurship at Thunderbird. He is also president of H&B Associates, a marketing and management consulting firm he founded.

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This edition of Entrepreneurship by Robert D. Hisrich, Michael P. Peters and Dean A. Shepherd has been designed to clearly teach or guide our students. The Book named as Entrepreneurship By Robert D. Hisrich 10th edition includes the process of formulating, planning, starting and implementing a new venture or you can say Business.

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Entrepreneurship by Robert D. Hisrich 10th Edition (2016)

Entrepreneurship / Robert D. Hisrich ; Michael P. Peters ; Dean A. Shepherd. Date : 2008 Editeur / Publisher : Boston [u.a.] : McGraw-Hill/Irwin , 2008 Type : Livre / Book Langue / Language : anglais / English ISBN : 0-07-125952-X ISBN : 978-0-07-125952-1 ISBN : 0-07-321056-0 ISBN : 978-0-07-321056-8 Catalogue Worldcat. Entreprises -- Finances

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Entrepreneurship: Definition, Origin, Concept

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Suggested Readings: D F Kuratko and T V Rao, Entrepreneurship- A South-Asian Perspective, Cengage Learning, 2012. Robert D.

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Entrepreneurship by Hisrich and Peters 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.

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