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LAUNCHING NEW VENTURES - 0133797198

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ENTREPRENEURSHIP AND NEW VENTURE CREATION

entrepreneurial perspective and a hands-on experience in the development of new business ventures The course has the following main learning objectives: build the skills, framework and knowledge in entrepreneurship and new venture creation in order to acquire the knowledge and spirit for venturing;

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CHAPTER 1

ship's importance, including the economic and social impact of new firms as well as the importance of entrepreneurial firms to larger businesses To close this chapter, we introduce you to the entrepreneurial process This process, which we believe is the foundation for successfully launching ...

CHAPTER 2 RECOGNIZING OPPORTUNITIES AND ...

b Political change also engenders new businesses and product opportunities For example, global political instability and the threat of terrorism have resulted in many firms becoming more security conscious These companies need new products and services to protect their physical assets and intellectual property, as well as to protect

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