



Entrepreneurship

Robert Hisrich

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The 10th Edition of Entrepreneurship by Robert Hisrich Michael Peters and Dean Shepherd has been designed to clearly instruct students on the process of formulating planning and implementing a new venture. Students are exposed to detailed descriptions of 'how to' embark on a new venture in a logical manner. Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts. The superb author team of Hisrich Peters and Shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of today's entrepreneurial challenges. From Bob Hisrich's expertise in global entrepreneurship to Mike Peter's background as a both a real-life entrepreneur and academic to Dean Shepherd's current research on cognition and entrepreneurial mindset this book balances the crucial line between modern theory and practice.

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