

# Launching New Ventures An Entrepreneurial Approach

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## BOOK DETAILS

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## BOOK SYNOPSIS

LAUNCHING NEW VENTURES, 7e provides tomorrows entrepreneurs with the tools to launch a successful new business in a global marketplace. The text follows the logical development process: from initial idea, to developing and testing a business model, to designing a business and preparing for growth. The seventh edition represents the most current thoughts, ideas, and practices in the field of entrepreneurship. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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