



# European Casebook on Entrepreneurship and New Ventures (European Casebook Ser.

By Benoit; Leleux

Prentice Hall, 1996. Lehrbuch. Condition: Neu. Unbenutzte Restauflage Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - This casebook is compiled with the important premise that entrepreneurship and new venture creation/development can be viewed both as a set of behaviours that are either inherited or learned and as a process which can be structured, sequential and defined through distinct stages. Therefore the casebook is concerned with both people and process, and it is organised to reflect the stages of the entreprenuerial process or cycle. Instructor's Manual (0135895081). 220 pp. Englisch.



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