



# Entrepreneurship: Starting, Developing and Managing a New Enterprise

*Robert D. Hisrich, Michael P. Peters*

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**Entrepreneurship: Starting, Developing and Managing a New Enterprise** Robert D. Hisrich, Michael P. Peters

The text is intended for the undergraduate course 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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