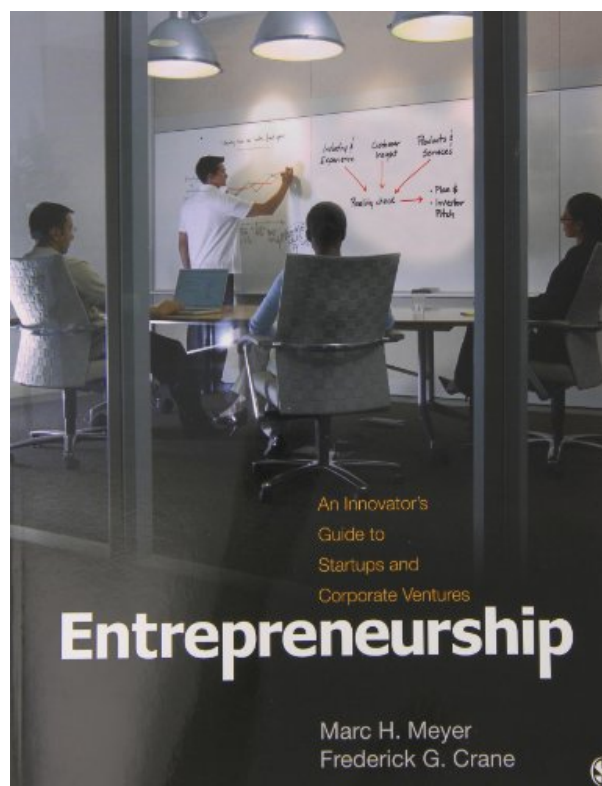
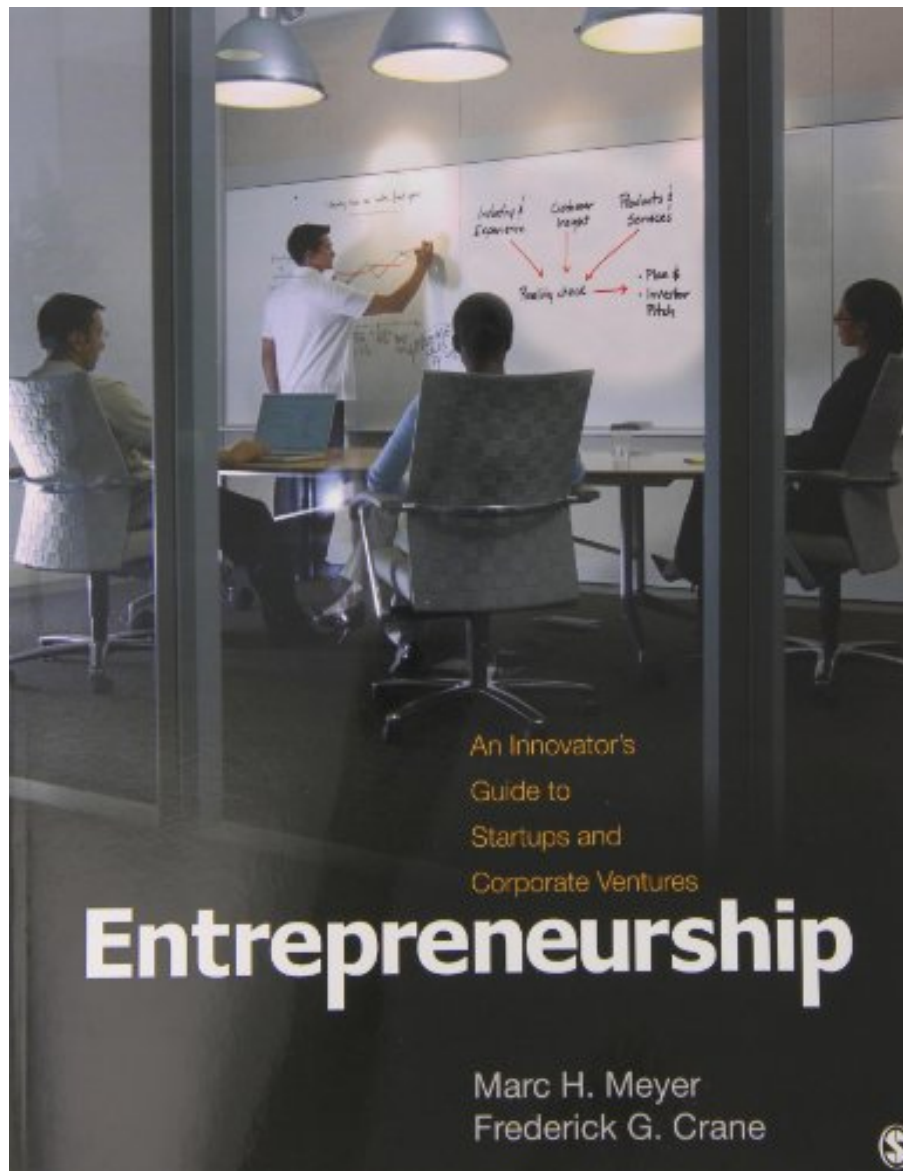


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This exciting new text helps student entrepreneurs succeed in the modern arena, in which new technology-intensive products and services are the engines of venture creation and economic growth. It shows students how to understand their industry dynamics and customer needs, test their venture idea in the market and with target customers, and write a successful business plan for a startup or a corporate venture. The authors use clear frameworks and systematic methods that are based on the decades of experience, not just in the classroom, but from starting, advising, and helping to manage successful ventures.

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