

INTRODUCTION

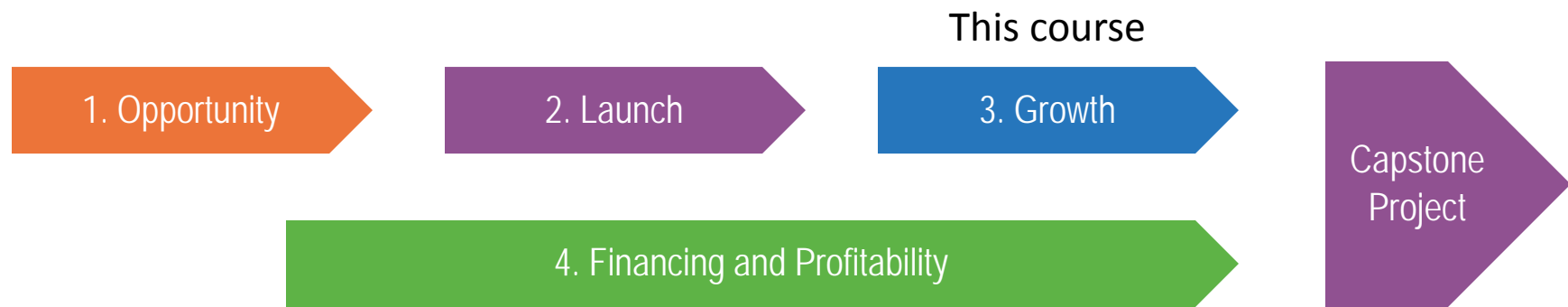
Professor Karl T. Ulrich





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The Entrepreneurship Specialization



Key Questions

- How do I forecast demand?
- How do I attract customers?
- How do I measure and report performance?
- How do I build an organization for growth?
- When should I rely on partners instead of doing something myself?