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Cengage Learning, Inc, United States, 2015. Hardback. Condition: New. 7th edition. Language: English. Brand new Book. LAUNCHING NEW VENTURES, 7e provides tomorrow's 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. Allen focuses on...

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- Authored by Kathleen R. Allen
- Released at 2015



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