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the companies competing in an
industry c. are customers in a
market d. is the size, value, and
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The Entrepreneur's Guide to
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Innovation and Entrepreneurship are essential ingredients in building a successful commercial venture. The ways in which these two concepts fuel enterprise are something our faculty never stop exploring. This is especially true of Fredrik Hacklin, professor and lead faculty of the Entrepreneurship course, and Walter Van Dyck, professor and lead faculty of the Innovation course.

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What is entrepreneurship? -

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ENTREPRENEURSHIP,

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Guide to Core Models and Tools

Oswaldo Lorenzo Peter Kawalek

Leigh Wharton ABOUT THE

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Operations at Deusto Business

School (Spain).

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