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Entrepreneurship By Robert D Hisrich

Robert D. Hisrich is the Garvin Professor of Global Entrepreneurship and Director of the Walker Center for Global Entrepreneurship at Thunderbird. He is also president of H&B Associates, a marketing and management consulting firm he founded.

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Robert D. Hisrich is the Garvin Professor of Global Entrepreneurship and Director of the Walker Center for Global Entrepreneurship at Thunderbird. He is also president of H&B Associates, a marketing and management consulting firm he founded.

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"Entrepreneurship", by Robert Hisrich, Michael Peters and Dean Shepherd has been designed to clearly instruct students on the process of formulating, planning, and implementing a new venture. Students are exposed to detailed descriptions of 'how to' embark on a new venture in a logical manner.

Entrepreneurship by Robert D. Hisrich

The Book named as Entrepreneurship By Robert D. Hisrich 10th edition includes the process of formulating, planning, starting and implementing a new venture or you can say Business.

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Robert D. Hisrich. Dr. Robert D. Hisrich is the Director of the Walker Center for Global Entrepreneurship at Thunderbird and the Garvin Professor of Global Entrepreneurship. Hisrich is also president of H&B Associates, a marketing and management consulting firm he has founded.

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From Bob Hisrich's expertise in global entrepreneurship to Mike Peter's background as a both a real-life entrepreneur and academic to Dean Shepherd's current research on cognition and entrepreneurial mindset, this book balances the crucial line between modern theory and practice.

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Entrepreneurship, 2013, 640 pages, Robert D. Hisrich ...

About the Author Robert D. Hisrich is the Garvin Professor of Global Entrepreneurship and Director of the Walker Center for Global Entrepreneurship at Thunderbird. He is also president of H&B Associates, a marketing and management consulting firm he founded.

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Editions of Entrepreneurship by Robert D. Hisrich

The contribution of entrepreneurial knowledge becomes more important, because according to (Hisrich, Peters, & Shepherd, 2008) individuals who have a strong intention to have a business when they...

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