

Patterns of Entrepreneurship Management, 5th Edition

Jack M. Kaplan, Anthony C. Warren



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Patterns of Entrepreneurship Management, 5th Edition Jack M. Kaplan, Anthony C. Warren *Patterns of Entrepreneurship Management* is the essential road-map for anyone interested in starting a new business. This text is infused with the authors' experience teaching, writing, and launching successful ventures and challenges students with real situations and examples on which they can practice the broad range of skills required to start and build a company in today's complex world.

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