

Eighth Edition

Entrepreneurship

Hisrich
Peters

USED BOOK

Jan 22 2014

**Entrepreneurship 8th Edition By Hisrich Robert Peters
Michael Shepherd Dean Hardcover**

**Robert D. Hisrich, Michael P.
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Entrepreneurship 8th Edition By Hisrich Robert Peters Michael Shepherd Dean Hardcover:

Entrepreneurship Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, 2010 The 8th Edition of 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 Comprehensive cases at the end of the text have been hand picked by the authors to go hand in hand with chapter concepts The superb author team of Hisrich Peters and Shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of today s entrepreneurial challenges 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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