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New Venture Creation: An Innovator's Guide to Entrepreneurship

Marc H. Meyer, Frederick G. Crane

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New Venture Creation: An Innovator's Guide to Entrepreneurship Marc H. Meyer, Frederick G. Crane Structured around the idea that innovation is at the core of successful entrepreneurship, **New Venture Creation: An Innovator's Guide to Startups and Corporate Ventures, Second Edition** by Marc H. Meyer and Frederick G. Crane is an insightful, applied-methods guide that establishes innovation as a necessary first step before writing a business plan or developing a financial model. With a focus on pragmatic methods, this guide helps students develop the innovative concepts and business plans they need to raise start-up capital.

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