

Librería
Bonilla y Asociados
desde 1950



Título: Entrepreneurship. A Process Perspective

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Precio: \$1495.45

Editorial:

Año: 2007

Tema:

Edición: 1^a

Sinopsis

ISBN: 9780324539691

Covering the process of building a business, this book shows how to recognize opportunity and build a team. It also shows how to assemble finances, the business plan, legal issues, marketing, growth, and exit strategies.