

## Entrepreneurship Successfully Launching New Ventures 4th Edition

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'Entrepreneurship' takes students on the entire journey of launching a new business venture, placing a unique emphasis on the front end of the entrepreneurial process.

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- The authors have added material on how the book's financial templates align with business modeling.
- The financial templates have been updated and now include more up-to-date assumptions on benefit costs.
- There is updated coverage of debt and equity financing due to new regulations and evolving investor expectations.
- The bootstrapping chapter has been revised to reflect the explosion of social media and its impact on bootstrap marketing.

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