

Course Outline For Entrepreneurship 1 Introduction To

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.

This Element provides an overview of cultural entrepreneurship scholarship and seeks to lay the foundation for a broader and more integrative research agenda at the interface of organization theory and entrepreneurship. Its scholarly agenda includes a range of phenomena from the legitimation of new ventures, to the construction of novel or alternative organizational or collective identities, and, at even more macro levels, to the emergence of new entrepreneurial possibilities and market categories. Michael Lounsbury and Mary Ann Glynn develop novel theoretical arguments and discuss the implications for mainstream entrepreneurship research, focusing on the study of entrepreneurial processes and possibilities.

This volume discusses entrepreneurship education in Europe on the basis of in-depth case studies of related activities at twenty higher education institutions. Based on a model of entrepreneurship education, the analysis addresses curricular and extra-curricular teaching, as well as the institutional and stakeholder context of delivering entrepreneurship education within higher educational institutions. The book offers both insightful entrepreneurship teaching practices and a discussion of potential organizational drivers and barriers. Accordingly, it provides a valuable resource for researchers, instructors, and managers of entrepreneurship education alike.

Disciplined Entrepreneurship

BUS 101, Middlesex County College

Financial Intelligence for Entrepreneurs

A Field Guide for Rapid Experimentation

The Pioneers, Profiteers, and Racketeers Who Shaped Our World

Daily Graphic

This unique trainer's resource offers a comprehensive blueprint for preparing clinicians for practice in the changing and challenging environment of integrated care. Based firmly in new evidence-based models of behavioral care in medicine, it sets out the aims and objectives of modern integrated care delivery in a streamlined pedagogy-to-practice framework. Teaching strategies for developing core

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skills and competencies, suitable across diverse educational and workforce development settings, are presented with data-based rationales and guidelines for design and implementation. Chapters also cover the range of essentials, from research support to business acumen to program evaluation methods, needed to meet bedrock goals of improved quality of care, clinical outcomes, and patient satisfaction. The book's comprehensive coverage: Reviews the evidence base for integrating medical and behavioral care. Provides empirically sound guidelines for training learners in integrated practice. Breaks down skill development into critical training objectives. Offers detailed content of a current degree program in integrative behavioral medicine. Recommends measures to support responsive, patient-centered, and sustainable training programs. A robust guide to a more inclusive and effective future, Training to Deliver Integrated Care expands the healthcare horizon to accommodate trainers working in health psychology, general practice, primary care medicine, and consulting, as well as supervision and coaching professionals.

From Heidi Neck, one of the most influential thinkers in entrepreneurship education today, Chris Neck, an award-winning professor, and Emma Murray, business consultant and author, comes this ground-breaking new text. Entrepreneurship: The Practice and Mindset catapults students beyond the classroom by helping them develop an entrepreneurial mindset so they can create opportunities and take action in uncertain environments. Based on the world-renowned Babson Entrepreneurship program, this new text emphasizes practice and learning through action. Students learn entrepreneurship by taking small actions and interacting with stakeholders in order to get feedback, experiment, and move ideas forward. Students walk away from this text with the entrepreneurial mindset, skillset, and toolset that can be applied to startups as well as organizations of all kinds. Whether your students have backgrounds in business, liberal arts, engineering, or the sciences, this text will take them on a transformative journey.

This insightful Handbook offers a lens through which to view entrepreneurship strategy for higher education institutions, as it becomes increasingly necessary for universities to consider changing their strategies, culture and practices to become more entrepreneurial. Is the idea of an entrepreneurial university a myth or a reality? Is the university model capable of adapting to new evolving trends and a more complex professional world? And, what is the impact of entrepreneurship in education? Through extensive research and case studies from some of the leading entrepreneurial thinkers around the world, Alain Fayolle and Dana Redford answer these questions and raise further issues for debate. Particular focus is given to developing university strategy, public policy and start-up support as a means to foster graduate entrepreneurship. Each contribution explores different perspectives related to the entrepreneurial university concept and its role in stimulating economic growth through cooperative relationships with business and government. As a comprehensive study of the entrepreneurial university, this Handbook will prove invaluable to business and entrepreneurship students and academics, as well as university administrators, researchers and others interested in the evolution of the university.

Series B, Two Year Schools

Learning from Twenty European Cases

Entrepreneurship Education

Resource book of small business management training and education at colleges and universities

Contemporary Debates

Introduction to Entrepreneurship

A practical guide to effective business model testing 7 out of 10 new products fail to deliver on expectations. Testing Business Ideas aims to reverse that

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statistic. In the tradition of Alex Osterwalder 's global bestseller Business Model Generation, this practical guide contains a library of hands-on techniques for rapidly testing new business ideas. Testing Business Ideas explains how systematically testing business ideas dramatically reduces the risk and increases the likelihood of success for any new venture or business project. It builds on the internationally popular Business Model Canvas and Value Proposition Canvas by integrating Assumptions Mapping and other powerful lean startup-style experiments. Testing Business Ideas uses an engaging 4-color format to: Increase the success of any venture and decrease the risk of wasting time, money, and resources on bad ideas Close the knowledge gap between strategy and experimentation/validation Identify and test your key business assumptions with the Business Model Canvas and Value Proposition Canvas A definitive field guide to business model testing, this book features practical tips for making major decisions that are not based on intuition and guesses. Testing Business Ideas shows leaders how to encourage an experimentation mindset within their organization and make experimentation a continuous, repeatable process.

“ It stretches no point to suggest that creativity, innovation and risk-taking will decide our future societal prosperity. We cannot spread those values too widely, so having taught engineering faculty in their first book, these authors now aim to boost the spirit across all disciplines. What a great success for all of us if they succeed. ” – Mitchell E. Daniels, Jr., president of Purdue University and former governor of Indiana Despite the relevancy of the entrepreneurial mindset for all career paths, only a small percentage of the higher education student population takes part in entrepreneurially-minded learning opportunities. This gap can be attributed to several factors. From a program perspective, many degrees are already at credit capacity which allows limited room in the existing curriculum to add new courses. From a student perspective, entrepreneurship education is thus positioned as optional and requires extra time (and in some cases tuition) to do so. Finally, from an educator perspective, the majority of faculty members across the university have not been trained in entrepreneurship and may not know where to start. Teaching the Entrepreneurial Mindset Across the University: An Integrative Approach overcomes these challenges by providing higher education faculty with a toolkit, including tips and strategies, to integrate the entrepreneurial mindset into existing courses regardless of discipline. The book is broken into three core parts: Motivation: The importance of the entrepreneurial mindset for all students is established; Design: The Entrepreneurial Mindset Teaching Blueprint is introduced as a tool for integrating entrepreneurially-minded curricular learning experiences within existing courses; Application: Example entrepreneurially-minded curriculum from across the university are provided. By integrating the entrepreneurial mindset across the curriculum, students from all disciplinary backgrounds will be better prepared to enter the workforce, solve complex social issues, and leverage entrepreneurial thinking in their everyday lives. This book is meant for educators who want to make an impact and truly prepare graduates for the real world.

Creative Cross-Disciplinary Entrepreneurship responds to educational demands created through dramatic changes in the nature of business, by describing how to develop a cross-disciplinary curriculum in Entrepreneurship that further increases students' knowledge base in specific areas of interest and the development of an 'entrepreneurial mindset.'

Teaching the Entrepreneurial Mindset Across the University

Industrial Clusters and Micro and Small Enterprises in Africa

Entrepreneurship and Small Business Management

From the Author of the Udemy. com Course an Entire MBA in 1 Course

Experiments with Curriculum, Pedagogy and Target Groups

Introduction to Business

Introduction to Business covers the scope and sequence of most introductory business courses. The book

provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond. "In this essential guide, Karen Berman and Joe Knight customize the approaches and insights from their acclaimed book Financial Intelligence specifically for entrepreneurs. The authors not only demystify common financial terms and tools, they also show how you can use this knowledge to gauge your company's performance and make better decisions."--Back cover.

From the publisher VK global publications Pvt. Ltd. Is a household name now. Established in 1979, with more than three decades of leadership in the area of economics and commerce, we take pride in claiming that we continue with the unstirred readership in the country. Specialising in the area of economics and commerce, we are not averse to the idea of diversification. Keeping this in view, more than a decade ago, a series of 'exam ideas' was launched in all the subjects for classes IX -XII, however, the success of our publication is admittedly due to prudent prolific writers. We have a resource pool of reputed authors, who leave no stone unturned in bringing out the best of study material, which makes our readers versatile in their thought processes and equips them with exam-oriented acumen. Thousands of acknowledgment and accolades that we receive every year from our readers are a good testimony to the genuine efforts and trustworthy endeavors of our authors the book has been designed topic and subtopic-wise, keeping the students' needs in mind.

Small business goes to college

The Practice and Mindset

Entrepreneurship Education at Universities

A Practical Guide for a Campus-Wide Program

24 Steps to a Successful Startup

These proceedings represent the work of contributors to the 16th European Conference on Innovation and Entrepreneurship (ECIE 2021), hosted by ISCTE Business School, Instituto Universitário de Lisboa, Portugal on 16-17 September 2021. The Conference Chair is Dr. Florinda Matos and the Programme Co-Chairs are Prof Maria de Fátima Ferreiro, Prof Álvaro Rosoi and Prof Isabel Salavisa all from Instituto Universitário de Lisboa, Portugal. ECIE is a well-established event on the academic research calendar and now in its 16th year, the key aim remains the opportunity for participants to share ideas and meet the people who hold them. The conference was due to be held at Instituto Universitário de Lisboa, Portugal, but due to the global Covid-19 pandemic it was moved online to be held as a virtual event. The scope of papers will ensure an interesting two days. The subjects covered illustrate the wide range of topics that fall into this important and ever-

growing area of research. The keynote presentation is given by Soumodip Sarkar, Vice-Rector, from University of Évora, Portugal on the topic of Social Intelligence. The second day of the conference will open with an address by Professor Vittorio Loreto, Sapienza University of Rome, Italy, who will talk about Exploring the adjacent possible: play, anticipation, surprise.

ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. -- MyBizSkillsKit Stand Alone Access card for: Mariotti: Entrepreneurship and Small Business Management , 1/e, ISBN: 0135030315 MyBizSkillsKit is an online resource that offers a wealth of tools to engage students, including Review Quizzes with immediate feedback, Flashcards to review key terms, Interactive Simulations that let you choose how best to act in or respond to a situation, and access to Pearson's MySearchLab. MyBizSkillsKit for Entrepreneurship includes access downloading Business Plan Pro Technology has enabled a new age of entrepreneurship as entrepreneurs find digital tools that enable new ventures to exploit commercial opportunities around the world. This textbook provides students with expert guidance on using technology platforms to start new ventures. With an award-winning approach, the author guides readers through the process of a lean startup, taking a "digital first" approach to entrepreneurship. Students using the book will emerge with enhanced understanding of different digital business models, analytical skills for digital ventures, and the confidence to move from prototype to product. Online resources such as slides, a sample syllabus, and exercises encourage the classroom to become an interactive and dynamic space.

Digital Entrepreneurship

A New Agenda for the Study of Entrepreneurial Processes and Possibilities

Entrepreneurship and Big Data

Resource Book of Small Business Management Training and Education at Community and Junior Colleges

International Business Basics

A Brief History of Entrepreneurship

The World Bank, Japan International Cooperation Agency (JICA) Research Institute, and the Foundation for Advanced Studies on International Development (FASID), in collaboration with researchers affiliated with the African Economic Research Consortium (AERC), recently conducted a study on Africa's domestic enterprises to improve the understanding of the constraints micro and small enterprises in Africa face in improving productivity and expanding their markets. In Africa, there are stark performance gaps between domestically owned enterprises and foreign-owned

enterprises in terms of sales performance, productivity, and ability to reach distant markets. Among others, size appears to be a dominant factor in explaining the gap. Against this background, the study analyzes how naturally formed industrial clusters concentrations of enterprises engaged in same or closely related industrial activities in specific locations could potentially mitigate constraints Africa s micro and small enterprises face and enhance their business performance. The study is one of the first comprehensive quantitative inquiries on industrial clusters in Africa. The analysis specifically focuses on the role of spontaneously grown clusters of light manufacturing industries based on a set of original case studies of industrial clusters conducted for this research project. One of the key findings from the case studies was that cluster-based micro and small enterprises are performing better than similar micro and small enterprises outside of the clusters in terms of sales performance and ability to reach distant markets. Market access is a leading reason for cluster-based enterprises to choose their current locations. However, cluster-based enterprises face another set of unique growth constraints. By the very nature of spontaneous agglomeration, new enterprises continue to flow to the clusters seeking the profit opportunities and better access to markets at such locations. The result can be intense competition in addition to increased congestion. Space constraints often impede growth within clusters. The lack of alternative locations available for industrial activities in the same cities, generic infrastructure bottlenecks, and unclear zoning policies and their unpredictable changes limit firms location choices and constrain their mobility. While competition should improve efficiency, lack of capacity among those competing cluster-based enterprises to invest and innovate does not generate growth out of the competition. The vast majority of naturally formed clusters of light manufacturing industries in Africa are still at a survival level, where agglomeration externalities are only limited to expand quantity but not quality as we observe in more advanced innovation-oriented clusters in elsewhere in the world. Existing studies on such natural industrial clusters in Africa have found that the lack of managerial skills among entrepreneurs running micro and small enterprises is a major constraint for innovation and growth in the clusters. As a part of this study, pilot managerial skills training programs were conducted in two industrial clusters on an experimental basis, where a group of randomly selected entrepreneurs within the clusters were given three-week long crash course of based management such as bookkeeping, marketing, business planning, and production management. The impact evaluation of the experiments showed significant positive impacts of the training programs on value added and gross profits of enterprises. Raising the current survival-type industrial clusters, which have been formed as a coping mechanism to weak investment climate, into more dynamic innovating clusters will be an important avenue for fostering growth of micro and small enterprises in Africa. While national efforts to improve investment climate and investments in human capital are undoubtedly important, there could be more targeted policies to be formulated, in complementing general policies, to support growth of micro and small domestic enterprises using existing industrial clusters as a natural springboard for their growth. In that context, the study discusses the merit of cluster-based managerial human

capital development to build steps toward more innovation-oriented clusters, the importance of sound spatial planning policy, particularly at the local level in the context of urban planning, the need to expand market access and economic linkages for industrial clusters including regional integration and linkages with large enterprises.

24 Steps to Success! Disciplined Entrepreneurship will change the way you think about starting a company. Many believe that entrepreneurship cannot be taught, but great entrepreneurs aren't born with something special – they simply make great products. This book will show you how to create a successful startup through developing an innovative product. It breaks down the necessary processes into an integrated, comprehensive, and proven 24-step framework that any industrious person can learn and apply. You will learn: Why the “F” word – focus – is crucial to a startup's success
Common obstacles that entrepreneurs face – and how to overcome them
How to use innovation to stand out in the crowd – it's not just about technology
Whether you're a first-time or repeat entrepreneur, **Disciplined Entrepreneurship** gives you the tools you need to improve your odds of making a product people want. Author Bill Aulet is the managing director of the Martin Trust Center for MIT Entrepreneurship as well as a senior lecturer at the MIT Sloan School of Management.

For more please visit <http://disciplinedentrepreneurship.com/>

Brings together the major statements by the leading contemporary scholars of cultural analysis on the relationship between culture and society.

Culture and Society

Resources in Education

An Integrative Approach

Training to Deliver Integrated Care

Journal of Small Business and Entrepreneurship

Cultural Entrepreneurship

A Brief History of Entrepreneurship charts how the pursuit of profit by private individuals has been a prime mover in revolutionizing civilization. Entrepreneurs often butt up against processes, technologies, social conventions, and even laws. So they circumvent, innovate, and violate to obtain what they want. This creative destruction has brought about overland and overseas trade, colonization, and a host of revolutionary technologies—from caffeinated beverages to the personal computer—that have transformed society. Consulting rich archival sources, including some that have never before been translated, Carlen maps the course of human history through nine episodes when entrepreneurship reshaped our world. Highlighting the most colorful characters of each era, he discusses Mesopotamian merchants' creation of the urban market economy; Phoenician merchant-sailors intercontinental trade, which came to connect Africa, Asia, and Europe; Chinese tea traders' invention of paper money; the colonization of the Americas; and the current

"flattening" of the world's economic playing field. Yet the pursuit of profit hasn't always moved us forward. From slavery to organized crime, Carlen explores how entrepreneurship can sometimes work at the expense of others. He also discusses the new entrepreneurs who, through the nascent space tourism industry, are leading humanity to a multiplanetary future. By exploring all sides of this legacy, Carlen brings much-needed detail to the role of entrepreneurship in revolutionizing civilization.

The book provides an overview of developments in the field of entrepreneurship education, with special reference to global perspectives on innovations and best practices, as well as research in the emerging economy context. It focuses on various experiments in curriculum design, review and reform in addition to the innovative processes adopted for developing new content for entrepreneurship courses, in many cases with an assessment of their impact on students' entrepreneurial performance. Further, it discusses the pedagogical methods introduced by teachers and trainers to enhance the effectiveness of students' learning and their development as future entrepreneurs. It explains the various initiatives generally undertaken to broaden the scope of entrepreneurship education by extending it beyond regular students and offering it to other groups such as professionals, technicians, artisans, war veterans, and the unemployed. The book is a valuable resource for researchers and academics working in the field of entrepreneurship education as well as for trainers, consultants, mentors and policy makers.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Written by award-winning experts, Steve Mariotti and Caroline Glackin, Entrepreneurship and Small Business Management presents complex economic, financial and business concepts in a manner easily understood by a variety of students. Based on a proven curriculum from the Network for Teaching Entrepreneurship (NFTE), it is organized to follow the life-cycle of an entrepreneurial venture – from concept through implementation to harvesting or replication. Filled with examples from a broad range of industries, it moves further into the entrepreneurial process – discussing the business plan and also the unique aspects of managing and growing entrepreneurial ventures and small businesses.

ECIE 2021 16th European Conference on Innovation and Entrepreneurship Vol 1

An Entire MBA in 1 Course

Skills Aimed at the Future of Healthcare

college and university courses in small business management and entrepreneurship

The Construction of Professional Identity

From Survival to Growth

Disciplined Entrepreneurship 24 Steps to a Successful Startup John Wiley & Sons

Learn the true process of a successful entrepreneur with Introduction to Entrepreneurship, 8/e International Edition Presenting the most current thinking in this explosive field, this renowned entrepreneurship text provides a practical, step-by-step approach that makes learning easy. Using exercises and case presentations, you can apply your own ideas and develop useful entrepreneurial skills. Cases and examples found throughout the text present the new venture creations or corporate innovations that permeate the world economy today. This book will be your guide to understanding the entrepreneurial challenges of tomorrow.

Importing, exporting, buying or selling parts and services, businesses of all kinds, including start-ups and small businesses, are becoming more active outside their home countries—often by necessity. If you want to take your business global, you must do your homework, get advice, make connections, and be aware—and wary—of the risks you face. Every element in your original business plan will need to be reconsidered as you target international markets. International Business Basics, the sixth title in the best-selling Crash Course for Entrepreneurs series, gives you the vital information and insights you need to: Learn about cultural issues Successfully enter new markets Ensure you get paid and are protected Make the most of support from trade and governmental agencies Secure funding Deal with real estate and logistics Capitalize on immigration trends Manage at a distance Open your mind to being flexible, creative, and resourceful in the face of sometimes puzzling and ever-changing challenges Learn from the successes and mistakes of these serial entrepreneurs who have real-world experience in many diverse countries and business sectors. International Business Basics will reduce your learning curve and help you succeed, even in your first stages!

Handbook on the Entrepreneurial University

Learning Business English in China

The Digital Revolution

Global Entrepreneurship

series A, four year schools

Entrepreneurship

**** ACCORDING TO BUSINESS INSIDER: "Getting your MBA has never been easier. Haroun is one of the highest rated professors on Udemy, so you can expect to be in good hands through the course of your education." ** This is the book version of the popular Udemy.com course called "An Entire MBA in 1 Course." From the Author of "101 Crucial Lessons They Don't Teach You in Business School," which Forbes magazine calls "1 of 6 books that all entrepreneurs need to read right now." This book will teach you everything you need to know about business....from starting a company to taking it public. Most business books are significantly outdated. This book leverages many online resources and makes the general business, accounting and finance process very easy to understand (and enjoyable too)! There are many incredibly engaging and entertaining video links in the book to YouTube and other sources; 'edutainment' works! Although this book is close to 400 pages, I tried to visualize the content of this book as much as possible as this is a more impactful and enjoyable way to learn (think Pinterest versus the tiny words in the Economist)! The contents of this**

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book are all based on my work experience at several firms, including Goldman Sachs, the consulting industry at Accenture, a few companies I have started, the hedge fund industry where I worked at Citadel and most recently, based on my experience at a prominent San Francisco based venture capital firm. I also included many helpful practical business concepts I learned while I did an MBA at Columbia University and a Bachelor of Commerce degree at McGill University. Think of this book as a "greatest hits" business summary from my MBA, undergraduate business degree, work experience in consulting, equities, hedge funds, venture capital and starting my own companies. As the title of this book suggests, this is an entire MBA in one book; it's also a practical manual to help you accomplish your business career goals. I have minimized "boring theoretical concepts" in this book in order to keep it as close to reality as possible. I hope you enjoy it! In addition to teaching at 4 universities in the San Francisco Bay Area, you can find other courses that I teach online at www.udemy.com/user/chris-haroun/.

The digital age has transformed business opportunities and strategies in a resolutely practical and data-driven project universe. This book is a comprehensive and analytical source on entrepreneurship and Big Data that prospective entrepreneurs must know before embarking upon an entrepreneurial journey in this present age of digital transformation. This book provides an overview of the various aspects of entrepreneurship, function, and contemporary forms. It covers a real-world understanding of how the entrepreneurial world works and the required new analytics thinking and computational skills. It also encompasses the essential elements needed when starting an entrepreneurial journey and offers inspirational case studies from key industry leaders. Ideal reading for aspiring entrepreneurs, *Entrepreneurship and Big Data: The Digital Revolution* is also useful to students, academicians, researchers, and practitioners.

This book analyses the learning experiences of students of Business English at a Chinese university. It addresses several topical issues in English for Specific Purposes (ESP) education and Business English teaching, including how ESP students learn, how they develop multiple identities. In particular, it focuses on their professional identity in the classroom, and how these identities are transferred to the workplace. This allows the author to present a model of learning Business English that corresponds to the lived experiences of students in China, but which can also be applied to other ESP learner contexts. In doing so, he demonstrates how to research the professional identity of ESP learners from multiple perspectives, and contributes to the validity of research on language learning and learner identity. This book will appeal to scholars of English for Specific Purposes, Second Language Acquisition, and TESOL Education.

A practical guide

Entrepreneurial learning for TVET institutions

Entrepreneurship -CBSE Class 12 (for 2021-22 Edition)

Testing Business Ideas

Learn What You Need in 2 Hours

What You Really Need to Know about the Numbers