



# New Venture Creation: Entrepreneurship for the 21st Century

*Stephen Spinelli, Rob Adams*

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*New Venture Creation: Entrepreneurship for the 21st Century* is about the process of getting a new venture started, growing the venture, successfully harvesting it, and starting again. The book presents the substantial body of knowledge about the entrepreneurial process in a pragmatic way – through text, case studies, and hands-on exercises – to help readers compress their learning curves, reduce their ultimate risk and pain, and allow them to gain more from their subsequent entrepreneurial experiences.

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