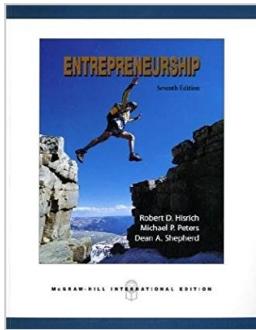


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Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts. The superb author team of Hisrich, Peters, and Shepherd draw from their distinct backgrounds to create a book that addresses the 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.

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About the Author

Robert Hisrich is Mixon Chair and Professor of Marketing and Policy Studies at the Weatherhead School of Management at Case Western Reserve University. He received a Ph.D. in marketing and finance from the University of Cincinnati. Michael Peters is currently marketing department chair and Professor at Boston College. He earned a Ph.D. from the University of Massachusetts at Amherst.

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