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Entrepreneurship generally means offering a new product, applying a new technique or technology, opening a new market, or developing a new form of organization for the purpose of producing or enhancing a product. 2) Running a business. A business, as we saw in Chapter 1 "The Foundations of Business," combines resources to produce goods or services.

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4 Entrepreneurship, Small Business, and New Venture Creation

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Entrepreneurship - Wikipedia

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