

COMPGC18 / COMPGR18: Entrepreneurship: Theory and Practice

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@book{Blank_Dorf_2012, address={Pescadero, Calif}, title={The startup owner's manual: the step-by-step guide for building a great company, Vol. 1}, publisher={K&S Ranch Inc}, author={Blank, Steven G. and Dorf, Bob}, year={2012} }

@book{John W. Mullins_2006, address={Harlow, England}, title={The new business road test}, publisher={Prentice Hall/Financial Times}, author={John W. Mullins}, year={2006} }

@book{Osterwalder_Pigneur_Bernarda_Smith_2014, address={Hoboken, New Jersey}, title={Value proposition design}, volume={Strategyzer series}, url={http://UCL.ebib.com/patron/FullRecord.aspx?p=1887760}, publisher={Wiley}, author={Osterwalder, Alexander and Pigneur, Yves and Bernarda, Greg and Smith, Alan}, year={2014} }

@book{Ries_2011, address={London}, title={The lean startup: how constant innovation to creates radically successful businesses}, publisher={Portfolio Penguin}, author={Ries, Eric}, year={2011} }