COMPGC18 / COMPGR18: Entrepreneurship: Theory and Practice



Blank, Steven G., and Bob Dorf, The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company, Vol. 1 (Pescadero, Calif: K&S Ranch Inc, 2012)

John W. Mullins, The New Business Road Test (Harlow, England: Prentice Hall/Financial Times, 2006)

Osterwalder, Alexander, Yves Pigneur, Greg Bernarda, and Alan Smith, Value Proposition Design (Hoboken, New Jersey: Wiley, 2014), Strategyzer series http://UCL.eblib.com/patron/FullRecord.aspx?p=1887760

Ries, Eric, The Lean Startup: How Constant Innovation to Creates Radically Successful Businesses ([London]: Portfolio Penguin, 2011)