

# COMPGC18 / COMPGR18: Entrepreneurship: Theory and Practice

View Online



---

1.

Blank, S. G. & Dorf, B. The startup owner's manual: the step-by-step guide for building a great company, Vol. 1. (K&S Ranch Inc, 2012).

2.

John W. Mullins. The new business road test. (Prentice Hall/Financial Times, 2006).

3.

Osterwalder, A., Pigneur, Y., Bernarda, G. & Smith, A. Value proposition design. vol. Strategyzer series (Wiley, 2014).

4.

Ries, E. The lean startup: how constant innovation to creates radically successful businesses. (Portfolio Penguin, 2011).