

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, Pescadero, Calif (2012).

2.

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

3.

Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A.: Value proposition design. Wiley, Hoboken, New Jersey (2014).

4.

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