

COMPGC18 / COMPGR18: Entrepreneurship: Theory and Practice

View Online



1.

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

2.

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

3.

Osterwalder A, Pigneur Y, Bernarda G, Smith A. Value proposition design [Internet]. Vol. Strategyzer series. Hoboken, New Jersey: Wiley; 2014. Available from: <http://UCL.ebib.com/patron/FullRecord.aspx?p=1887760>

4.

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