

*Librería*  
***Bonilla y Asociados***  
*desde 1950*



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This new text takes students on the journey of becoming entrepreneurs- from the decision to become an entrepreneur through franchising. This text places a unique and special emphasis on developing a successful business idea early in the process. By highlighting both successful and failed ventures and asking students to step into the shoes of venture capitalists, this renowned author team helps students understand what it takes to launch a new venture. This text encourages your students to think like successful entrepreneurs. Passion Plus - Where a great idea meets a great process.