

JOÃO M. S. CARVALHO

INNOVATION & ENTREPRENEURSHIP

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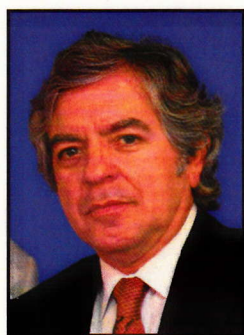
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INNOVATION & ENTREPRENEURSHIP

This is a book that explains step-by-step how an organisation can be started and managed to be successful. The author presents several models that helps entrepreneurs and intrapreneurs on their needs to innovate, analyse information, implement new ventures, and assess internal and external organisational impacts. This manual is useful to everyone, in particular to entrepreneurs, managers, and university teachers and students.

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