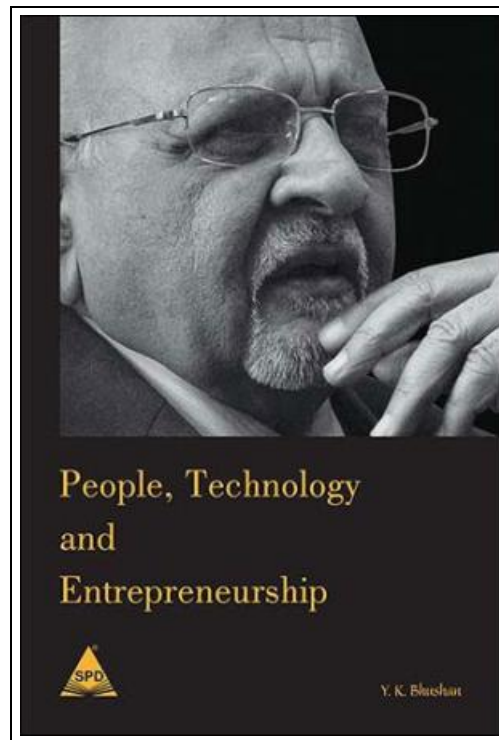


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Reviews

An exceptional book and also the font utilized was intriguing to read. This is for all who statte there was not a worth reading. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Prof. Tyson Hilpert)

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Shroff Publishers & Distributors Pvt. Ltd., 2013. Softcover. Book Condition: New. People, Technology and Entrepreneurship is a compilation of papers dealing with diverse aspects of Entrepreneurship presented at International fora, specially International Entrepreneurship Forum organized annually under the leadership of Dr. Jay Mitra, presently Director, Centre for Entrepreneurship Research, Essex Business School, University of Essex, and an international authority on Entrepreneurship. The compilation is divided into 3 sections- the first dealing with Entrepreneurship and its Development through education, specially through Management Education, the second dealing with Entrepreneurship and Management covering aspects of entrepreneurship in relation to management in large businesses and in diverse sectors and the third covering Entrepreneurship and Technology and focusing on Technology driven Entrepreneurship, specially through Techno ? Entrepreneurs. Recognizing the two major constituents of the entrepreneurial processes and entrepreneurship development, namely People and Technology, the book is titled ? People, Technology and Entrepreneurship? This compilation of papers should be of interest to all those who are seriously interested in a study of vital aspects of entrepreneurship, focusing as it does on the process of Entrepreneurship and the human aspects of Entrepreneurship. Recognizing Techno Entrepreneurs as an emerging force, the book has some research studies that particularly bring out the role of technology and technical education in promoting Entrepreneurship in India. Also highlighted in the papers is the role of innovation as the key to Entrepreneurship which has created interest not only in India but worldwide. Practicing Entrepreneurs, students of Entrepreneurship and Researchers in Entrepreneurship will find the book useful for them. Y. K. Bhushan Printed Pages: 244.



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