



# Entrepreneurship Strategy: Changing Patterns in New Venture Creation, Growth, and Reinvention

*Lisa K. Gundry, Jill Kickul*

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In this engaging and practical book, authors Lisa K. Gundry and Jill R. Kickul uniquely approach entrepreneurship across the life cycle of business growth—offering entrepreneurial strategies for the emerging venture, for the growing venture, and for sustaining growth in the established venture. Written from the point of view of the founder or the entrepreneurial team, the book offers powerful and practical tools to increase a venture's potential for success and growth.



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