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The Millennial Millionaire: How Young Entrepreneurs Turn Dreams into Business (Paperback)

By Spinder Dhaliwal

Palgrave MacMillan, United Kingdom, 2016. Paperback. Condition: New. 1st ed. 2017. Language: English . Brand New Book. This concise text provides an exciting and inspiring guide to help a growing number of students understand the challenges of starting and running a business and how these can be overcome. Revolving around the success stories of twelve young entrepreneurs, its focus on best practice will motivate students and help them to develop entrepreneurial skills. Taking a strong practical focus, The Millennial Millionaire examines the key issues affecting young entrepreneurs, in terms of government policy, university education and funding, and offers direction on the key attributes required for entrepreneurial success. This compelling text will provide students with insight into the opportunities - and obstacles - to be found in launching a new business. Written by an experienced instructor, this will be an ideal text for students taking courses in entrepreneurship and new venture creation. It will also be indispensable for anyone interested in launching a new business.



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