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Service industry can expand with another type of service to fulfill the ever changing needs of their clients.

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Innovation and entrepreneurship are essential ingredients in building a successful commercial venture. The ways in which these two concepts fuel enterprise are something our faculty never stop exploring. This is especially true of Fredrik Hacklin, professor and lead faculty of the Entrepreneurship course, and Walter Van Dyck, professor and lead faculty of

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*What is entrepreneurship? - Entrepreneur Handbook*

ENTREPRENEURSHIP, INNOVATION AND TECHNOLOGY  
A Guide to Core Models and Tools Oswaldo Lorenzo Peter Kawalek Leigh Wharton ABOUT THE AUTHORS Oswaldo Lorenzo Oswaldo Lorenzo is Professor of Digital Strategy, Innovation and Operations at Deusto Business School (Spain).

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