

Launching New Ventures Entrepreneurial Approach Kathleen

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old ways of doing things to create new value.¹ In the early years of the field of entrepreneurship as a discipline, the focus was on the startup of new ventures² and the associated activities that defined those ventures. Some research tack-led the psychological and sociological traits of the entrepreneur in an attempt

New Venture Creation

Introduce a new product into an existing market. Introduce a new market to an existing product. Top 3 factors (more receptive to new entrants): Industries that are young rather than old, are early rather than late in their life cycle, and are fragmented rather than concentrated,

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Entrepreneurship - Wikipedia

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