



# Entrepreneurship

*By Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd*

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## **Entrepreneurship By Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd Bibliography**

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#### **About the Author**

Robert Hisrich is Mixon Chair and Professor of Marketing and Policy Studies at the Weatherhead School of Management at Case Western Reserve University. He received a Ph.D. in marketing and finance from the University of Cincinnati. Michael Peters is currently marketing department chair and Professor at Boston College. He earned a Ph.D. from the University of Massachusetts at Amherst.

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