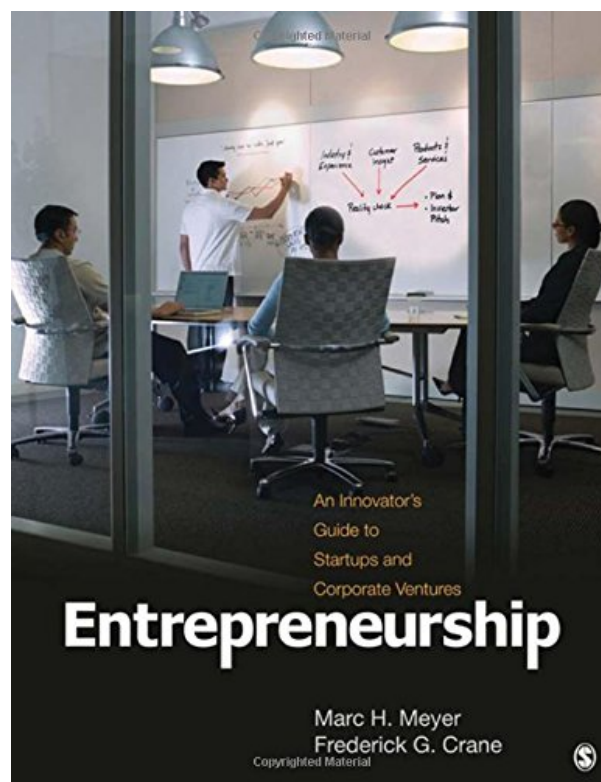
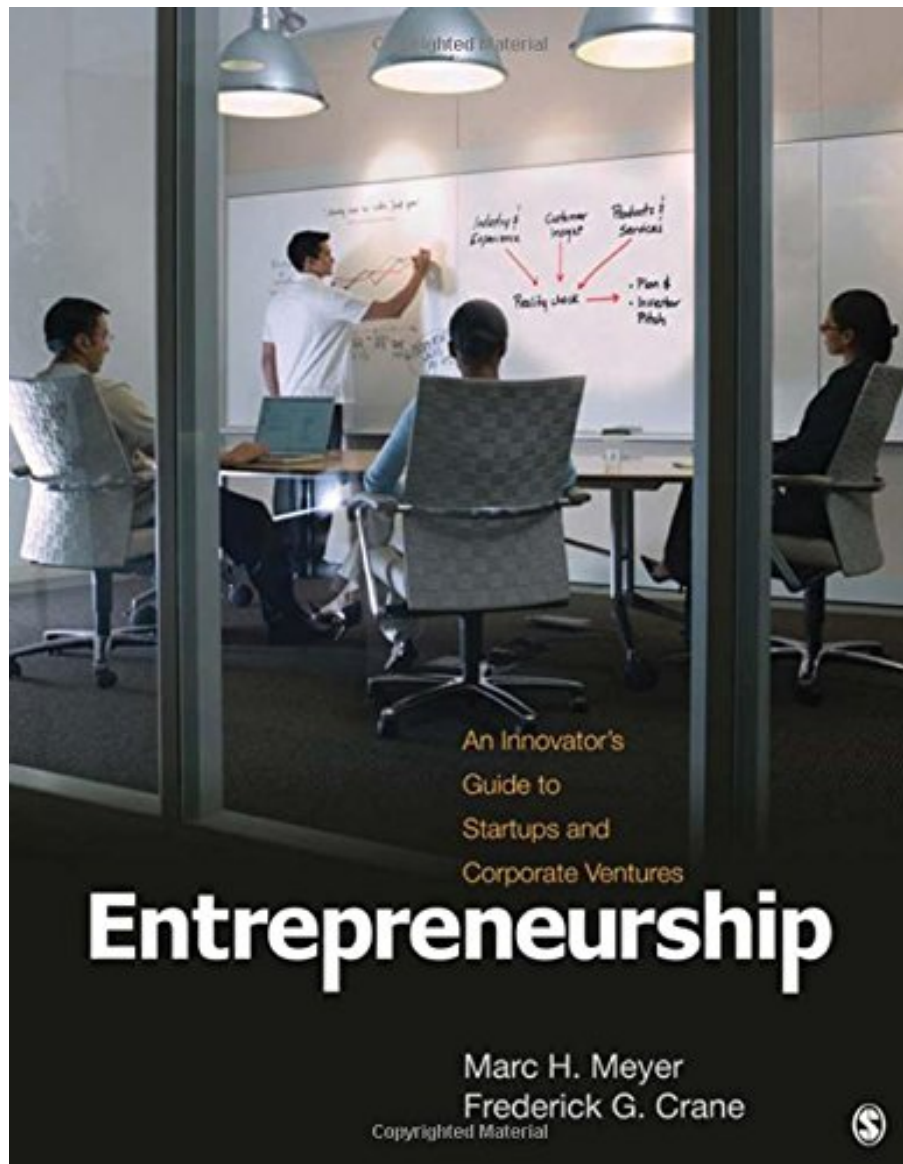


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Marc H. Meyer is the Robert J. Shillman Professor of Entrepreneurship and the Matthews Distinguished University Professor at Northeastern University. Northeastern is ranked the #1 Cooperative Education academic institution in the United States, where student internships are closely integrated with academic programs. Dr. Meyer is the founder of the Northeastern's Entrepreneurship and Innovation Group in the College of Business, where he has helped numerous alumni, graduate students, and alumni start their own companies. He is also the Director of the High Technology MBA, a program focused on entrepreneurial innovation within established corporations. In addition, Dr. Meyer current leads Northeastern's executive education programs in innovation and corporate venturing, including the Smarter Planet internal training program for IBM. The focus of all this work is innovation, entrepreneurship, and enterprise growth.

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This exciting new text helps student entrepreneurs succeed in the modern arena, in which new technology-intensive products and services are the engines of venture creation and economic growth. It shows students how to understand their industry dynamics and customer needs, test their venture idea in the market and with target customers, and write a successful business plan for a startup or a corporate venture. The authors use clear frameworks and systematic methods that are based on the decades of experience, not just in the classroom, but from starting, advising, and helping to manage successful ventures.

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