



## **The Principles of Entrepreneurial Progress: How to Create and Sustain Momentum when launching a Startup**

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Entrepreneurship is messy, uncertain, complex, and risky. It's virtually impossible to devise a recipe for success when developing a new venture. But it need not be. In *The Principles of Entrepreneurial Progress*, business school professor and entrepreneur Greg Fisher breaks entrepreneurship down into twelve concrete, actionable, easy to understand principles.

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