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Sommario/riassunto	Entrepreneurship means different things to different people, but the entrepreneurial personality is a critical success factor to any new business. These traits are also increasingly in great demand at established multinational corporations. This groundbreaking textbook differs from its competitors by placing an emphasis both on the core processes and practices of entrepreneurship, as well as demonstrating the impact of complex, local environments in shaping the processes of entrepreneurship. Topics include: Main processes of entrepreneurial venture creation, inno