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3.3.2 Operationalization 3.4 Results; 3.5 Discussion and Conclusion; 3.5.1 Limitations; 3.5.2 Future Research; Vita Co-Author Stephan Jung; Bibliography; 4 Unsealing the relationship between entrepreneurs' success and their personality in the advent of web 2.0; 4.1 Introduction; 4.2 Theoretical and operational framework; 4.3 Hypotheses; 4.4 Method; 4.4.1 Sample; 4.4.2 Measuring Personal Traits; 4.4.3 Social Media Usage; 4.4.4 Entrepreneurial Performance; 4.4.5 Analytical Techniques; 4.5 Results; 4.6 Discussion and Conclusions; Vita Co-Author Jan Kratzer; Bibliography

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## Sommario/riassunto

Hauptbeschreibung There has been a lot of research on factors that help to explain why some start-ups become successful and their founders rich, and on the other hand why other start-ups fail terribly. Of course, starting up an enterprise is a complex activity dependent on institutional regulations, competitors, market developments and the simple recognition of the right opportunities at the right time. We know all of this, but still cannot accurately predict our chances of being successful as entrepreneur. There are some methods venture capitalists use, such as evaluating start-up teams and s

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