



# Architecting Enterprise: Managing Innovation, Technology, and Global Competitiveness

*Rajagopal*

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# Architecting Enterprise: Managing Innovation, Technology, and Global Competitiveness

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**Architecting Enterprise: Managing Innovation, Technology, and Global Competitiveness** Rajagopal

The discussion in this book provides an introduction to the concept of entrepreneurship and entrepreneurial business management. The author covers many elements of the entrepreneurial management discipline including choosing a business, organizing, financing, marketing, developing an offering that the market will value, and growing a business.

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