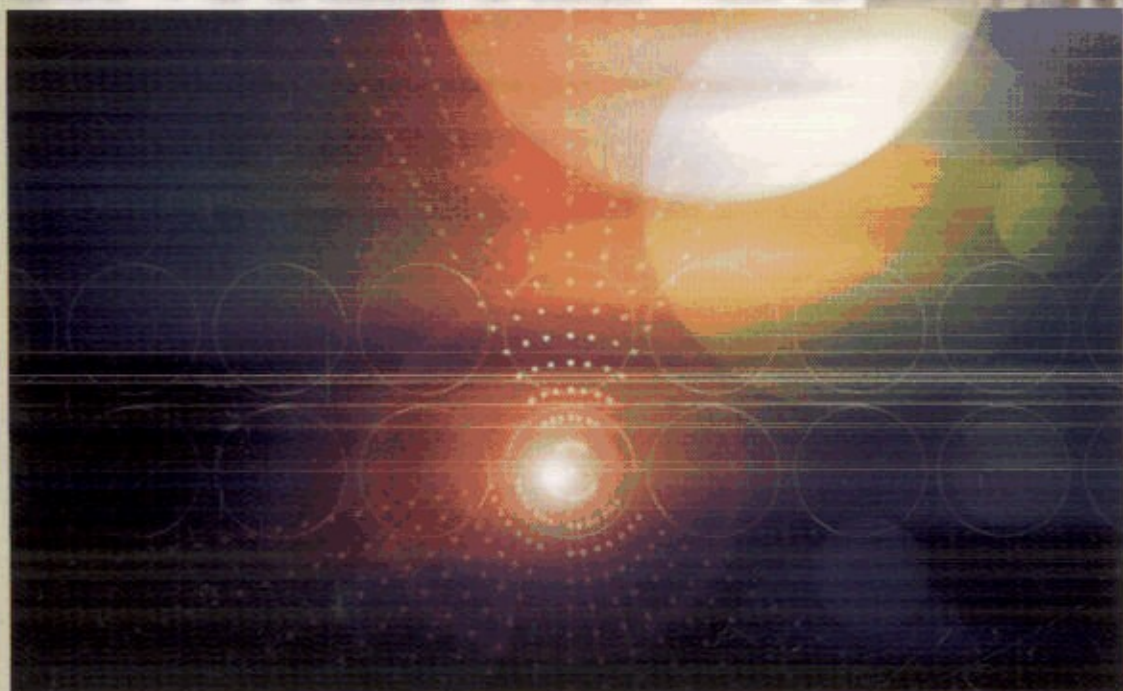


ERIC A. MORSE  
RONALD K. MITCHELL

# CASES IN ENTREPRENEURSHIP



The Venture Creation Process

**IVEY**

Richard Ivey School of Business  
The University of Western Ontario

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