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process. It involves a fusion of capital, technology and human talent. Entrepreneurship is equally applicable to big and small businesses, to economic and non-economic activities. Entrepreneurship lies more in the ability to minimize the use of resources and put them to maximum advantage. Without any awareness of quality and desire for excellence, consumer acceptance cannot be achieved and sustained. Above all, entrepreneurship today is the product of teamwork and the ability to create, build and work as a team. The entrepreneur is the maestro of the business orchestra, wielding his baton to which the band is played. It is in this context, a study Material on introduction to the subject 'Entrepreneurship Development' is presented to the students of Professional Post-Graduate MBA degree. The book contains the syllabus from basics of the subjects going into the intricacies of the subjects. All the concepts have been explained with relevant examples and diagrams to make it interesting for the readers. An attempt is made here by the authors

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teaching certificate from the Texas Education Agency in the field of Vocational Education. Mr. Holder has taught thousands of students at Austin Community College; Austin Texas Odessa College at Odessa, Texas; Technical-Vocational Institute of Albuquerque, New Mexico; Howard College at San Angelo, Texas, and in the public school systems in Fort Worth and San Antonio, Texas. He is currently Director of Education for Electrical Seminars, Inc. of San Marcos, Texas. Mr. Holder is an active member of the National Fire Protection Association, International Association of Electrical Inspectors, and the International Brotherhood of Electrical Workers.

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calculations and formulas the reader needs to pass the Master electrical competency exam. About the Author Ray Holder has worked in the electrical industry for more than 40 years as an apprentice, journeyman, master, field engineer, estimator, business manager, contractor, inspector, and instructor. He is a graduate of Texas State University and holds a Bachelor of Science Degree in Occupational Education. A certified instructor of electrical trades, he has been awarded a lifetime teaching certificate from the Texas Education Agency in the field of Vocational Education. Mr. Holder has taught thousands of students at Austin Community College; Austin Texas Odessa College at Odessa, Texas; Technical-Vocational Institute of Albuquerque, New Mexico; Howard College at San Angelo, Texas, and in the public school systems in Fort Worth and San Antonio, Texas. He is currently Director of Education for Electrical Seminars, Inc. of San Marcos, Texas. Mr. Holder is an active member of the National Fire Protection Association, International Association

of Electrical Inspectors, and the International Brotherhood of Electrical Workers.

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