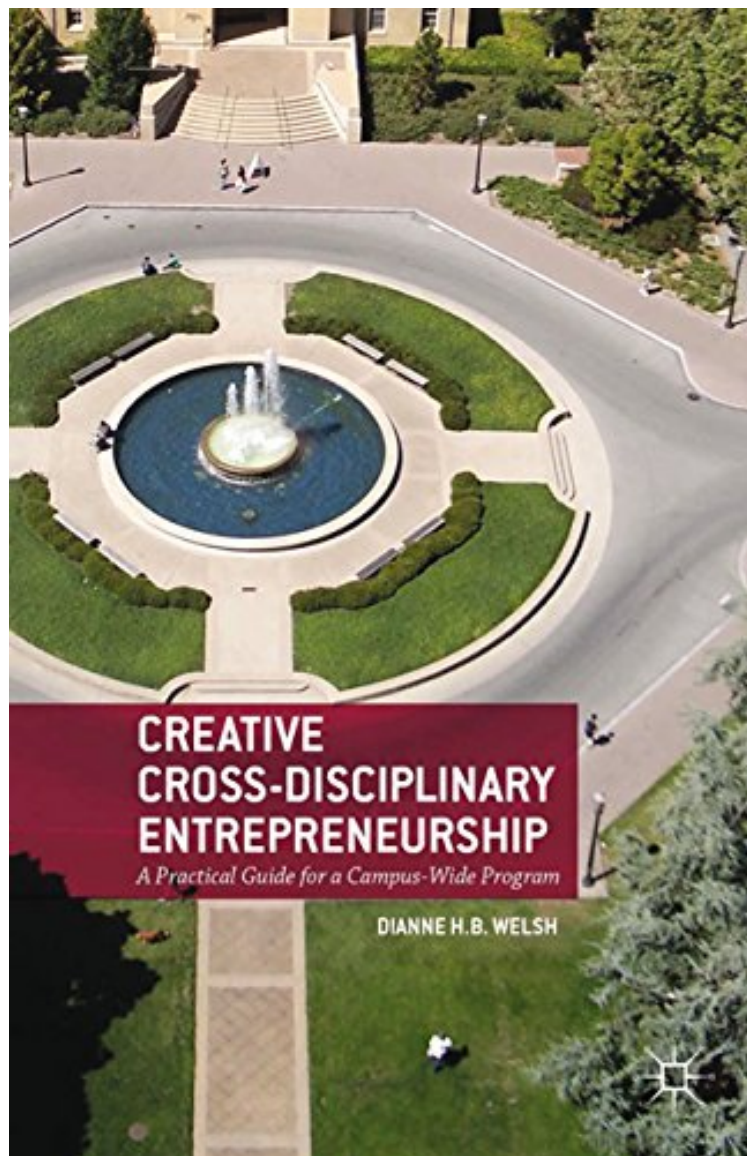


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Creative Cross-Disciplinary Entrepreneurship: A Practical Guide for a Campus-Wide Program

D. Welsh

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About the Author Dianne H. B. Welsh is the Hayes Distinguished Professor of Entrepreneurship, Founding Director of the North Carolina Entrepreneurship Center, and Founding Director of the Entrepreneurship Cross-Disciplinary Program at The University of North Carolina at Greensboro, USA. She holds a PhD in Management from the University of Nebraska-Lincoln, USA, and is a recognized scholar in entrepreneurship, family business, and franchising with six books and over 150 publications.