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Suggested Readings:

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- Daum Callie (2020). Business strategy: essentials you always want. Vibrant publishers
- Goyal P. (2017). Before you start up: How to prepare to make your start-up a dream reality. Fingerprint publishing.
- HBR's 10 Must Reads on Startups and Entrepreneurship (2018). Featuring Bonus Article "Why the Lean Startup Changes Everything" by Steve Blank
- Nath,D. Mitra, S. (2020) Funding your startup and other nightmare. Penguin portfolio.
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Web references:

- <https://web.iima.ac.in/assets/upload/mdp/480284395YEP%20Brochure.pdf>
- <https://www.iimb.ac.in/entrepreneurship>
- <https://www.mepsc.in/skill-based-programs/>
- <https://ediindia.ac.in/pgdm-innovation-entrepreneurship-venture-development/>

Training material:

- EMT kit developed by NIESBUD, New Delhi and EDII Ahmedabad