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Frontiers of Entrepreneurship Research Volume 28, Issue 19 2008 Article 14 CHAPTER XIX. CORPORATE ENTREPRENEURSHIP ... Strategy and Entrepreneurship, Jaffalaan 5, 2628 BX

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FRONTIERS OF ENTREPRENEURSHIP RESEARCH 1995. ENTREPRENEURIAL TRANSFORMATION: A DESCRIPTIVE THEORY. Daniel F. Muzyka, INSEAD Alice J. de Koning, INSEAD Neil C. Churchill, INSEAD. ABSTRACT. This paper is an initial attempt to develop a descriptive theory of the process of transforming a company from a traditional corporation to an entrepreneurial one.

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