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INTRODUCTION Drucker (1985) argued that innovation is the tool of entrepreneurship. In addition, both innovation and entrepreneurship demand creativity.

THE VALUE OF CREATIVITY AND INNOVATION IN ENTREPRENEURSHIP

Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business. The people who create these businesses are called entrepreneurs. [need quotation to verify] Entrepreneurship has been described as the "capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit".

Entrepreneurship - Wikipedia

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