

UNIVERSITÄT BERN University of Bern Institute of Marketing and Management Department of Management

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Presentation "The Role of Planning in the Venturing Process?"



Dr. Jan Brinckmann

Associate Professor, Department of Strategy and General Management in ESADE, Barcelona

Academic Programme Director, Master of Science in Innovation and

Entrepreneurship Coordinator, GRIE

Areas of Interest: High-Growth ventures, Strategic Management in New Ventures, Innovation Management, Competence of Top Management Teams in New Ventures, Entrepreneurship Success Factors

13.30 p.m., November 17, 2016

Room 107, Schützenmattstr. 14, 3012 Bern