



Literature for ENTN08, Entrepreneurial Project applies from autumn semester 2020

**Literature established by Academic Director of Studies at Department of
Business Administration on 2020-02-20 to apply from 2020-02-20**

Baehr, E., & Loomis, E. (2015). *Get Backed: Craft Your Story, Build the Perfect Pitch Deck, and Launch the Venture of Your Dreams*. Harvard Business Review Press.

Bland, D. & Osterwalder A. (2019). *Testing Business Ideas: A Field Guide for Rapid Experimentation*. Wiley