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fertile ground for the entrepreneur. Rule No. 6: "Exploit Established Company Weaknesses" When battling Goliath, it's better to strike at his weakness rather than his strength.

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Scott Shane, PhD, is the A. Malachi Mixon III Professor of Entrepreneurial Studies and professor of economics. He has written or edited ten books that include ILLUSIONS OF ENTREPRENEURSHIP: THE COSTLY MYTHS THAT ENTREPRENEURS, INVESTORS, AND POLICY MAKERS LIVE BY; FINDING FERTILE GROUND: IDENTIFYING EXTRAORDINARY OPPORTUNITIES FOR NEW VENTURES; FROM ICE CREAM TO THE INTERNET: USING FRANCHISING ...

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