



CONSTRUCTING ENTREPRENEURIAL PERSONAS FROM MYTHS & REALITY: A STORY

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Entrepreneurial personas are constructed and reconstructed through the interaction of discursive and embodied practices. This article explores the construction of entrepreneurial personas in the context of a large, established technology company. The article examines how the company's internal and external discourses and practices shape the construction of entrepreneurial personas. The article also explores how the company's internal and external discourses and practices shape the construction of entrepreneurial personas. The article also explores how the company's internal and external discourses and practices shape the construction of entrepreneurial personas.

For all entrepreneurs, success is elusive. It is not just about having a great idea and a great team. It is about having a great idea and a great team that can execute on it. It is about having a great idea and a great team that can execute on it. It is about having a great idea and a great team that can execute on it.

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Dicurso entrega premio José Nuez a Diamela Eltit [artículo] José Luis Samaniego.

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