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LEADERSHIP OF RURAL ENTREPRENEURS – A STUDY

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Abstract

The word “Entrepreneur” is derived from the French verb *entrepredre*. It means “to undertake”. In the early 16th century the Frenchmen who organized and led military expeditions were referred to as “Entrepreneurs”. In the early 18th century French economist Richard Cantillon used the terms entrepreneur to business. Since that time the world entrepreneur means one who takes the risk of starting a new organization or introducing a new idea, product or service to society.

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