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| **References:** Allan, D., Kingdon, M.,  Murrin, K. and Rudkin, D. (2002) *Sticky Wisdom*. London: Capstone Publishing Limited.Senge, P. (2014) Foreward. In Laszlo, C. and Brown, J. *Flourishing Enterprise- The New Spirit of Business*. California: Stanford University Press. |
| **Authors:** Sybille Schiffmann, Futures Entrepreneurship Centre & Plymouth University. Dr Emily Beaumont, Lecturer in Entrepreneurship, Plymouth University.  |