



# KNOW WHO IS SOMETIMES MORE IMPORTANT THAN KNOW HOW

Tuesday 15 March, 8pm, Palmer Lecture Theatre,  
Whiteknights Campus, The University of Reading

*Professor Shai Vyakarnam  
The University of Reading  
Business School*

*Free to attend  
All members of the public are welcome  
No ticket required*

Novice entrepreneurs are often advised to write business plans and acquire extensive business skills. However the reality of business creation and innovation requires the transfer of knowledge, access to resources, team members and markets.

Professor Vyakarnam believes that these are best obtained through contacts and networks and that policy makers should look to harness and develop the entrepreneurial spirit of the individual.



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The University of Reading

If you would like to be sent information about future Public Lecture Series at the University or for more details about this and other lectures in this series, please contact Alison Fabian:  
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