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Corporate Entrepreneurship is about entrepreneurial transformation in larger organizations. Paul Burns shows how this can be achieved by building an organizational architecture - leadership, culture, structure and strategies - that encourages creativity, innovation and entrepreneurship. He synthesizes research from a number of business disciplines and draws on numerous corporate examples. New to this edition:

- Sections on corporate governance, ethics, sustainability and corporate social responsibility
- Greater emphasis on improving shareholder value through risk management and the generation of strategic options, rather than just improving profitability
- Expanded coverage of the management of disruptive innovation and market paradigm change, as well as incremental innovation
- Coverage of the financial crisis and recession, and their implications for entrepreneurship
- Fully updated case studies and new learning resources

Corporate Entrepreneurship is an essential text for all students of Entrepreneurship and Intrapreneurship, Strategy, Innovation and Leadership. Visit www.palgrave.com/business/burns for extensive student and case studies and questions, an individual and a corporate entrepreneurship test, video commentaries and useful web links.
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**Corporate Entrepreneurship and Innovation** - Paul Burns - 2020-02-15
Written by a highly regarded expert on entrepreneurship, this bestselling textbook provides an engaging and comprehensive overview of

Now in its fourth edition and fully revised throughout, this accessible text is structured in four key parts that cover everything a student needs to know about the topic. After an initial consideration of what constitutes corporate entrepreneurship and innovation, the author then guides students through the four pillars of entrepreneurial architecture: culture, structure, leadership and strategy. The third section focusses on the entrepreneurial mind-set, including how to encourage creativity, business ideas and developing concepts. Finally, the book draws attention to corporate venturing, examining venture teams, intrapreneurs, market development and the role of shareholder value. It is no longer sufficient for businesses to grow simply by cutting costs and taking over competitors. To achieve true success, organisations must avoid an ageing product or service portfolio to bring new, innovative ideas to market. Corporate entrepreneurship is
text and defined in the requires a fresh approach to strategy. The approach Paul Burns offers will successfully overcome barriers to launching new ideas, internal challenges of managing creativity and show how to foster an entrepreneurial culture. This is the go-to textbook for all students studying Corporate Entrepreneurship, Intrapreneurship or Corporate Venturing at undergraduate, postgraduate or MBA level. The book is also essential reading for courses on Strategic Entrepreneurship and Innovation. New to this Edition: - Fully revised and updated content throughout with new four-part structure - Brand new case studies in every chapter, featuring some of the world's highest profile companies from across the globe - A greater focus on innovation, including a new chapter on this topic at the start of the book - New chapters on 'Developing a Business Model', 'Managing Change' and 'Managing Risk' - New on-page glossary with key terms highlighted in the margins - New Activities and Group Discussion topics at the end of each chapter

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Corporate Entrepreneurship & Innovation - Michael H. Morris - 2010-11-30

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**Grow from Within:**
**Mastering Corporate Entrepreneurship and Innovation** - Robert Wolcott - 2008-12-01

Create Business and Generate Profits in New Markets through Innovation! “The best account I have read about how companies can enable and support internal entrepreneurs to achieve innovation-led growth.” Philip Kotler, S.C. Johnson & Son Professor of International Marketing, Kellogg School of Management “An essential resource for both private and public sector leaders seeking to align new business creation with an organization’s mission and strategy... and achieve results.” William J. Perry, former U.S. Secretary of Defense “Wolcott and Lippitz are not only insightful, they are spot on. This is exactly the book corporate leaders—from CEOs and functional executives to corporate entrepreneurial teams—need to help them navigate the exceptional challenges of
organic growth and innovation.” Betsy Holden, Senior Advisor, McKinsey & Company, and former Co-CEO, Kraft Foods, Inc. About the Book: IBM reports $15 billion of annual new revenues from 22 Emerging Business Opportunities. In 2008, $4 billion in revenues from companywide innovation efforts allowed Whirlpool to maintain its top line, despite global recession and the steep drop in housing markets. A DuPont business group leader, Ellen Kullman, backed an ambitious new business creation program and later became DuPont’s CEO. Each of these companies has learned how to create new businesses on a repeatable basis. In Grow from Within, two leading scholars from the Kellogg School of Management explain how your company can discover the right approach to corporate entrepreneurship and make it profitable. Taking innovation to the next level, corporate entrepreneurship is the process of building new businesses within an established organization—

distinct from the core company but that leverage some of its most powerful assets. Grow from Within examines: The fundamentals of designing a new business The four dominant models of corporate entrepreneurship Ways to align your innovation program with your strategy Leadership requirements for developing new businesses Innovation is critical to business success and growth, but it’s only the first step. Without strategically driven processes to turn insights into growing businesses, even the best ideas can fail. Creativity is often serendipitous; innovation management should not be. Grow from Within provides the knowledge you need to conceive and design valuable new businesses that breathe life into ideas and dramatically improve your top and bottom lines.

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**Corporate Entrepreneurship and Innovation** - Paul Burns -

Written by leading scholars, The Wiley Handbook of Entrepreneurship provides a distinctive overview of methodological, theoretical and paradigm changes in the area of entrepreneurship research. It is divided into four parts covering history and theory, individual differences and creativity, organizational aspects of innovation including intrapreneurship, and macroeconomic aspects such as social entrepreneurship and entrepreneurship in developing countries. The result is a must-have resource for seasoned researchers and newcomers alike, as well as practitioners and advanced students of business, entrepreneurship, and social and organizational psychology.
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The Oxford Handbook of Creativity, Innovation, and Entrepreneurship - Christina Ellen Shalley - 2015

A great deal of research has been conducted on creativity, innovation, and entrepreneurship. Although highly interrelated, these three areas have developed largely independently of one another.

The Challenges of Corporate Entrepreneurship in the Disruptive Age - Donald F. Kuratko - 2018-11-22

Today's age of disruptive technology is a strategic game changer for most organizations. Unpredictable market conditions create unprecedented challenges for simple organizational survival, let alone avenues for innovation and growth. This volume explores this dynamic environment in which corporate entrepreneurship strategies are pursued.
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**Business Model Innovation Strategy** - Raphael Amit - 2020-09-01

The most comprehensive, global guide to business model design and innovation for academic and business audiences. Business Model Innovation Strategy: Transformational Concepts and Tools for Entrepreneurial Leaders is centered on a timely, mission-critical strategic issue that both founders of new firms and senior managers of incumbent firms globally need to address as they reimagine their firms in the post COVID-19 world. The book, which draws on over 20 years of the authors collaborative theoretical and rigorous empirical research, has a pragmatic orientation and is filled with examples

the world. This action-oriented book provides leaders with a rigorous and detailed guide to the design and implementation of innovative, and scalable business models for their companies. Faculty and students can use Business Model Innovation Strategy as a textbook in undergraduate, MBA, and EMBA degree courses as well as in executive courses of various designs and lengths. The content of the book has been tested in both degree and non-degree courses at some of the world's leading business schools and has helped students and firm leaders to develop ground-breaking business model innovations. This book will help you:

- Learn the basics of business model innovation—including the latest developments in the field
- Learn how business model innovation presents new and profitable business opportunities in industries that were considered all but immune to attacks from newcomers
- Learn how to determine the viability of your
Explore new possibilities for value creation by redesigning your firm's business model. Receive practical, step-by-step guidance on how to introduce business model innovation in your own company. Become well-versed in an important area of business strategy and entrepreneurship. Authors Amit and Zott anchored the book on their pioneering research and extensive scholarly and practitioner-oriented publications on the design, implementation, and performance implications of innovative business models. They are the most widely cited researchers in the field of business model innovation, and they teach at the top-ranked Wharton School of the University of Pennsylvania and the prestigious global business school IESE with campuses in Barcelona, Madrid, Munich, New York, and São Paulo.

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**Entrepreneurship, Innovation, and Platforms** - Jeffrey Furman - 2017-09-29

Despite recent advances in our understanding of how innovation and entrepreneurship impact the creation and appropriation of value, numerous questions remain unanswered. This volume draws together scholars working at the forefront of entrepreneurship-, strategy-, and innovation-related domains to explore these questions.

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**Corporate Entrepreneurship** - Véronique Bouchard - 2017-11-01

Entrepreneurship is vital for companies’ success, to allow them to adapt and grow in today’s interlinked and turbulent business environments. Yet as they grow in size and complexity, many companies become less innovative and more rigid. The challenge of how to deal with these trends has led to the rise of the field of Corporate Entrepreneurship, looking at the development of new business ideas and opportunities within established firms. This book provides an effective entry point to Corporate Entrepreneurship as an academic field and a management practice. Corporate Entrepreneurship leads readers through an overview of real-life Corporate Entrepreneurship; the aims, organisational models, implementation and results. Covering theoretical perspectives, empirical findings and practical concerns, the book also switches between the perspective of the individual and the organisation. Written by two specialists of the discipline, the book includes a wealth of real-life case studies, covering over three decades of Corporate Entrepreneurship practices, by companies of all sizes, geographies and sectors. With coverage of such topics as Internal Corporate Venturing and Participative Innovation, this thoughtful text will be required reading for entrepreneurship students around the world.

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Corporate Entrepreneurship and Venturing - Tom Elfring - 2006-01-25
Corporate Entrepreneurship and Venturing is positioned at the crossroads of the strategy and entrepreneurship fields. The common theme is how and why corporate entrepreneurship and corporate venturing can contribute to innovation and strategic renewal in large established companies, in particular it explores ways to balance exploitation and exploration in established companies. The issue is how the locus of entrepreneurship affects the way corporate
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**Corporate Entrepreneurship** - Vijay Sathe - 2007-02-15

How do large corporations encourage their senior managers to become more entrepreneurial? This is a key question which is seldom addressed in mainstream entrepreneurship studies. Professor Sathe has written of hours of interviews with senior managers to help understand why some organizations and some top managers are better than others in fostering entrepreneurship leading to successful new business growth. Corporate Entrepreneurship explores the real world of top managers in a systematic and comprehensive way, examining business realities, the management culture, the corporate philosophy, the organizational politics, the personalities and the personal agendas of the people at the top. The book offers both a theory of corporate entrepreneurship and practical advice on how to manage it better. An interesting and valuable contribution to the literature on strategic management, this is a book that will appeal to graduate students, researchers and reflective practitioners.

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Innovation and Entrepreneurship - Peter Drucker - 2014-09-15
How can management be developed to create the greatest wealth for society as a whole? This is the question Peter Drucker sets out to answer in Innovation and Entrepreneurship. A brilliant, mould-breaking attack on management orthodoxy it is one of Drucker’s most important books, offering an excellent overview of some of his main ideas. He argues that what defines an entrepreneur is their attitude to change: ‘the entrepreneur always searches for change, responds to it and exploits it as an opportunity’. To exploit change, according to Drucker, is to innovate. Stressing the importance of low-tech entrepreneurship, the challenge of balancing technological possibilities with limited resources, and the organisation as a learning organism, he concludes with a
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Reshaping Entrepreneurship Education With Strategy and Innovation - Ayandibu, Ayansola Olatunji - 2020-10-02

New small business owners are constantly pressured to play a major role in the economic growth of their respected nation. However, revitalizing how individuals think, research, teach, and implement performance strategies to improve the operations of these small businesses is critical to entrepreneurial success. Reshaping Entrepreneurship Education With Strategy and Innovation is an essential reference source that discusses strategies to overcome performance barriers as well as the organisation as a learning organism, he concludes with a vision of an entrepreneurial society where individuals increasingly take responsibility for their own learning and careers. With a new foreword by Joseph Maciariello
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The Corporate Startup - Tendayi Viki - 2019-03

The Corporate Startup is a practical guide for established companies that aspire to develop and sustain their innovation capabilities. The world around us is changing rapidly. There is now more pressure on established companies to innovate. The challenge most companies face is how to develop new
while they execute on their core business at the same time. The principles and practices outlined in this book provide companies with a blueprint of how to manage innovation while they execute on their core business. The Corporate Startup provides frameworks, visualizations, templates, tools and methods that can be easily applied to develop new products and business models.

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**Corporate Entrepreneurship** - Paul Burns - 2008-04-15

The secret to sustainable competitive advantage for large organizations in the changing business environment is not simply lowering costs or restructuring for efficiency. Companies need to be adaptable, flexible, speedy, creative, innovative and opportunistic. In short, they need to act in an entrepreneurial manner. Corporate Entrepreneurship is about the ability of a large organization to make the most of commercial opportunities, to innovate, to do things differently. It is about developing an organizational and strategic capability to not just manage change, but to embrace and action it. Paul Burns' innovative text
organization to make the most qualities of successful entrepreneurs and the manner in which they do business. He then demonstrates how these qualities can be replicated to form an organizational architecture that encourages entrepreneurship at all levels within a company. Corporate Entrepreneurship pulls together many themes (from leadership, culture, creativity, innovation, strategy, and marketing) in a coherent and accessible form.

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This book extends our understanding of how different cross-functional business and management disciplines, such as innovation and entrepreneurship,
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**Corporate Innovation**
Donald F. Kuratko
2018-11-27
Effectiveness is the underlying theme for this introduction to disruptive innovation. The book tells the they need to know in transforming the thinking in an organization to an innovative mindset in the twenty-first century. Corporate Innovation explains the four stages of the innovation process, and demonstrates how to improve skills in the innovation process, and unleash personal innovative abilities. This book also presents ways to assess the organization’s attitudes toward innovation, providing insights into how to diagnose creative and innovative performance problems in the organization. Beginning with an overview of concepts involved with an innovative organization today, this book explores the fundamental aspects of the individual, the organization and the implementation. An I-Organization is a combination of: I-Skills developed within individuals I-Design thinking functions needed to shape innovation I-Teams that emerge from the HR perspective of structuring the appropriate climate I-Solution needed to provide a
innovative abilities. This book also presents ways to assess the organization’s attitudes toward innovation, providing insights into how to diagnose creative and innovative performance problems in the organization. Beginning with an overview of concepts involved with an innovative organization today, this book explores the fundamental aspects of the individual, the organization and the implementation. An I-Organization is a combination of: I-Skills developed within individuals I-Design thinking functions needed to shape innovation I-Teams that emerge from the HR perspective of structuring the appropriate climate I-Solution needed to provide a foundation for implementing any innovative ideas. Essential reading for students of corporate innovation, corporate ventures, corporate strategy, or human resources, this book also speaks to the specific needs of active managers charged with the expectation of enhancing the innovative prowess of their organization. Instructors’ outlines, lecture slides, and a test bank round out the ancillary online resources for this title.

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**Entrepreneurship, Innovation and Sustainability** - Marcus Wagner - 2017-09-08

This book addresses the intersection of entrepreneurship, innovation and sustainability (EIS), presenting high-quality research illuminating the relationship between the three fields. The EIS nexus is particularly relevant from a European point of view given the focus of the European Commission on corporate social responsibility (CSR) and sustainability, as well as their prominent role within the European Union in general. Also, the rapid economic growth witnessed especially in the BRIC countries in recent years requires that firms reconcile sustainability aspects with profitability and innovation, and entrepreneurs are seen as key diffusers of these aims. Sustainability requires both radical and incremental levels (technology, product, process, system). In many cases, such innovations come from small and medium-sized enterprises and so the role of the entrepreneur is key to their success. The book is split into six sections. The first section examines the nexus in detail focusing on system-oriented connectivity between sustainability, innovation and entrepreneurship. The second section looks at how to nurture corporate entrepreneurship for sustainability; and the third considers "mature" industries such as automotives, chemicals and electronics and how sustainability aspects can be integrated into innovation process and strategy. The fourth section examines the nexus through the lens of developing countries in Africa. Sustainable entrepreneurship is identified as a hugely beneficial way to foster development. The fifth section of the book concentrates on SMEs; and finally the EIS nexus is approached from a network
economic growth witnessed inter-organisational partnerships, which are often an important facilitator or spark for EIS initiatives. This book will prove to be essential for researchers in the EIS nexus and be of invaluable help to practitioners, governments and inter-governmental bodies attempting to encourage sustainable entrepreneurship and innovation.

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Navigating Innovation - Benoit Gailly - 2018-05-17
Every firm must maintain an entrepreneurial ecosystem and a coherent innovation strategy in order to stay ahead of the competition. For managers this means being able to build a vision of what innovation looks like in the context of their organization, behaviour, spotting opportunities and making the right decisions. Based on years of practical experience and unique insight, this handy guide identifies fundamental challenges and is rooted in concrete examples. Accompanied by a brand new app for iPhone and Android as well as a companion website (www.NavigatingInnovation.org), this is an easy dip in, dip out guide with a focus on successful execution. Navigating Innovation is a one-stop-shop, giving you a deeper understanding of the core concepts and tools to capture the right opportunities for your business.

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**Corporate Entrepreneurship** - Jerome A. Katz - 2004-06-18

With an established body of literature on innovation and corporate entrepreneurship, this volume of "Advances in Entrepreneurship, Firm Emergence and Growth" turns to some of the leading and most promising scholars in the field to map out where we have been and provide some scholarship on this topic should proceed in the future. Topics include: a review of theory, research, and practice on corporate entrepreneurship and the behavior of managers; the central problems of managing innovation and corporate entrepreneurship and the central problems of longitudinal research on the topic; the different theoretical lens for investigating corporate entrepreneurship and the resulting research possibilities; a general systems perspective for exploring the relationship among strategy-structure-performance and corporate entrepreneurship; and international corporate entrepreneurship in terms of a knowledge-based source of competitive advantage and implications for a model of human resource management. This volume also continues the discussion of previous volumes with a provocative discussion of how to advance the field of entrepreneurship by Bill Gartner and a commentary and response to
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Inside Corporate Innovation - Robert A. Burgelman - 1988-08-01
The new wave of organizational innovations involves new types of arrangements between individuals and corporations. It is likely to continue to produce new organizational forms, spanning the entire range of combinations of markets and hierarchies and involving complex, sometimes protracted negotiation
and big business through corporate entities. Such negotiation processes, we believe, will be an increasingly pervasive aspect of corporate life and an important mechanism for facilitating the new integration of individualism and big business through corporate entrepreneurship.

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**Technology Entrepreneurship** - André Presse - 2018-03-22
This collection of expert articles explores the development drivers of new technology-based firms and projects. It provides perspectives for an in-depth understanding of how technological inventions lead to the creation of new and sustainable companies or business units. The authors address methods and concepts that help technology-based start-ups and entrepreneurial projects successfully develop innovative products and services.

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**Creative Strategy** - Chris Bilton - 2010-04-26
People tend to think of creativity and strategy as opposites. This book argues that they are far more similar than we might expect. More than this, actively aligning creative and strategic thinking in any enterprise can enable more effective innovation, entrepreneurship, leadership and organizing for the future. By considering strategy as a creative process (and vice versa), the authors define ‘creative strategy’ as a mindset which switches between opposing processes and characteristics, and which drives every aspect of the business. The authors draw experiences and cases from across this false divide – from the music industry, Shakespearean theatre companies, creative and media organizations and dance, as well as what we might regard as more mundane providers of mainstream products and services – to uncover the creative connections behind successful strategy. “Creative Strategy is a talisman for those looking to take a new path” Matt Hardisty, Strategy Director, Mother Advertising “It has been said that business is a hybrid of dancing and calculation – the former incorporating the creative within a firm, the latter the strategic. Bilton and Cummings show how these apparently contradictory processes can be integrated. Their insights about how firms can ‘create to strategize’ and ‘strategize to create’ are informative for managers and management scholars alike.” Jay Barney, Professor and Chase Chair of Strategic Management, Fisher College of Business, The Ohio State University “In today’s world, new thinking - creativity - is required to
mindset which switches or address new opportunities. The trouble is few organizations understand how to foster and apply creativity, at least in any consistent manner. This book provides new insights into just how that can be done. It moves creativity from being just the occasional, and fortuitous, flash of inspiration, to being an embedded feature of the way the organization is run.”

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Jay Barney, Professor and Chase Chair of Strategic Management, Fisher College of Business, The Ohio State University “In today’s world, new thinking – creativity – is required to tackle long-standing problems or address new opportunities. The trouble is few organizations understand how to foster and apply creativity, at least in any consistent manner. This book provides new insights into just how that can be done. It moves creativity from being just the occasional, and fortuitous, flash of inspiration, to being an embedded feature of the way the organization is run.” Sir George Cox, Author of the Cox Review of Creativity in Business for HM Govt., Past Chair of the Design Council

**Business Transformation Strategies** - Oswald A. J. Mascarenhas - 2011-02-01
A resource for industry professionals and consultants, this book on corporate strategy lays down the theories and models for revitalizing companies in the face of global recession. It discusses cutting-edge concepts, constructs, paradigms, theories, models, and cases of corporate strategic leadership for bringing about transformation and innovation in companies. It demonstrates that great companies are those that make the leap from 'good' results to 'great' results and sustain these for at least 15 years; it explores, reviews and analyzes great transformation strategies in this context. Each chapter in the book is appended with transformation exercises that further explicate the concepts.
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**Intrapreneurship** - Kevin C. Desouza - 2011-12-10
As an employee, you suspect that your best ideas are valuable and could greatly benefit your organization. Management also recognizes that a company's ability to compete is contingent on how well it leverages its employees' ideas. So, why are individuals at all levels of organizations typically poor advocates for ideas?
Intrapreneurship provides an engaging guide for both managers and employees on how to direct the flow of ideas and foster a culture of entrepreneurship within their company's existing structure.

research and experience consulting with thirty global organizations, Intrapreneurship outlines ways to mobilize all types of ideas - including blockbusters with the potential to create radically new external products and services, and more incremental innovations for improving internal processes. With practical frameworks and real life examples for both employees and managers, Intrapreneurship will help you to identify the value in your own ideas and those of others to ultimately benefit your organization.

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**Innovation and Entrepreneurship** - Charles H. Matthews - 2015-03-12

This book presents a new model, the competency framework, for students, innovators, entrepreneurs, and anyone who wants to better understand the dynamic world of innovation and entrepreneurship. Focused on both the individual and strategic organizational level, this book is about people and the competencies each person needs to learn to be successful in creating a more dynamic future. Matthews and Brueggemann’s framework for innovation and entrepreneurship competencies empowers individuals to excel at innovation and new venture creation. It provides a practical guide and clear and concise understanding of the knowledge, skills, attitudes, and experiences that are needed to increase imagination, creativity, innovation and new venture creation capability. Innovation and Entrepreneurship will be attractive for students of entrepreneurship, innovation, management and cross-disciplinary classes, such as design thinking. Presented in a modular format, Innovation & Entrepreneurship informs the future direction of people.
this book is about people and educational systems producing the next generation of innovators and entrepreneurs. Based on extensive academic research, this book is organized into two sections: Twelve innovation elements and twelve competency categories. The elements are the foundation and the competency categories are the building blocks that inform our path toward a more precise understanding of how innovation and entrepreneurship plays an important role in economic development and our daily lives.

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**Grow from Within: Mastering Corporate Entrepreneurship and Innovation** - Robert Wolcott - 2009-09-22

Create Business and Generate Profits in New Markets through Innovation! “The best account I have read about how companies can enable and support internal entrepreneurs to achieve innovation-led growth.” Philip Kotler, S.C. Johnson & Son Professor of International Marketing, Kellogg School of Management “An essential resource for both private and public sector leaders seeking to align new business creation with an organization’s mission results.” William J. Perry, former U.S. Secretary of Defense “Wolcott and Lippitz are not only insightful, they are spot on. This is exactly the book corporate leaders—from CEOs and functional executives to corporate entrepreneurial teams—need to help them navigate the exceptional challenges of organic growth and innovation.” Betsy Holden, Senior Advisor, McKinsey & Company, and former Co-CEO, Kraft Foods, Inc. About the Book: IBM reports $15 billion of annual new revenues from 22 Emerging Business Opportunities. In 2008, $4 billion in revenues from companywide innovation efforts allowed Whirlpool to maintain its top line, despite global recession and the steep drop in housing markets. A DuPont business group leader, Ellen Kullman, backed an ambitious new business creation program and later became DuPont’s CEO. Each of these companies has learned how to create new businesses on a repeatable basis. In Grow from Within,
corporate-entrepreneurship-innovation-and-strategy-in-large-organizations

knowledge you need to
Kellogg School of
Management explain how
your company can discover
the right approach to
corporate entrepreneurship
and make it profitable. Taking
innovation to the next level,
corporate entrepreneurship is
the process of building new
businesses within an
established organization—
new businesses that are
distinct from the core
company but that leverage
some of its most powerful
assets. Grow from Within
examines: The fundamentals
of designing a new business
The four dominant models of
corporate entrepreneurship
Ways to align your innovation
program with your strategy
Leadership requirements for
developing new businesses
Innovation is critical to
business success and growth,
but it’s only the first step.
Without strategically driven
processes to turn insights into
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Corporate Innovation and
This innovative book will be a useful and trusted reference throughout your career, no matter which company or industry you work within. It fulfills a real business need, because many executives consider entrepreneurial behavior a key to sustaining their companies' competitive advantage, but few possess genuine knowledge of the subject or understand how to apply it. The Third Edition of Corporate Innovation and Entrepreneurship, International Edition, provides detailed, actionable answers to the "what," "how," "where," and "who" questions surrounding corporate entrepreneurship, giving you the knowledge and skills to take a leadership role in today's dynamic business environment.
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The Invincible Company - Alexander Osterwalder - 2020-04-06

The long-awaited follow-up to the international bestsellers, Business Model Generation and Value Proposition Design, Alex Osterwalder and Yves Pigneur’s Business Model Canvas changed the way the world creates and plans new business models. It has been used by corporations and startups and consultants around the world and is taught in hundreds of universities. After years of best companies develop, test, and scale new business models, the authors have produced their definitive work. The Invincible Company explains what every organization can learn from the business models of the world’s most exciting companies. The book explains how companies such as Amazon, IKEA, Airbnb, Microsoft, and Logitech, have been able to create immensely successful businesses and disrupt entire industries. At the core of these successes are not just great products and services, but profitable, innovative business models—and the ability to improve existing business models while consistently launching new ones. The Invincible Company presents practical new tools for measuring, managing, and accelerating innovation, and strategies for reducing risk when launching new business models. Serving as a blueprint for your growth strategy, The Invincible Company explains how to constantly stay ahead of your competition. In-depth
create new growth engines, change how products and services are created and delivered, extract maximum profit from each type of business model, and much more. New tools—such as the Business Model Portfolio Map, Innovation Metrics, Innovation Strategy Framework, and the Culture Map—enable readers to understand how to design invincible companies. The Invincible Company: ● Helps large and small companies build their growth strategy and manage their core simultaneously ● Explains the world’s best modern and historic business models ● Provides tools to assess your business model, innovation readiness, and all of your innovation projects Presented in striking 4-color, and packed with practical visuals and tools, The Invincible Company is a must-have book for business leaders, entrepreneurs, and innovation professionals.

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**Lean Entrepreneurship**
George Watt - 2018-10-31

Utilize this comprehensive guide in your organization to create a corporate incubator that protects innovative ideas from oppressive corporate processes and culture and gives those ideas the resources and environment they need to grow and have the best possible chance to thrive. Innovation is hard. Ironically, innovation in a large enterprise can be even more difficult. Policies designed for mature businesses often crush emerging businesses along with the entrepreneurial spirit of the innovators. Procedures can make it difficult, even impossible, for innovative
employees to get their ideas funded, or even seen. As a result, even companies with their roots in innovation can find themselves unable to innovate, with a devastating impact on employee morale and often resulting in the exodus of the most creative employees. In Lean Intrapreneurship the authors leverage decades of personal experience innovating in large enterprises to explore the root causes of failure to innovate in established organizations, and offer a solution to the innovator’s dilemma. The book includes a recipe for creating a repeatable program for innovating in large organizations, including tools, tips, and strategies developed by the authors as they created an innovative incubation program for a multi-billion-dollar technology company. It also offers a wealth of information to help aspiring intrapreneurs and entrepreneurs bring their ideas to life. What You’ll Learn Discover the most common reasons that innovation fails in established organizations Explore ideas a success Follow a recipe to create a program to enable innovation across your company Understand the power of transparency inside and outside an incubator Develop employees and foster a culture of innovation across your company Who This Book Is For Anyone with an innovative idea who wants to make it real but does not know where to begin; anyone struggling to innovate inside an established company; anyone who wishes to make their existing company more lean, agile, and efficient; anyone who wishes to start a program to incubate new, innovative ideas inside an established company

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Managing Innovation and
Managing Innovation and Entrepreneurship - Robert D. Hisrich - 2013-06-25
The first book to look at innovation/entrepreneurship from an international perspective, Managing Innovation and Entrepreneurship: A Global Perspective provides a step-by-step process for managing innovation and entrepreneurship in an organization in both turbulent and stable economic times. Authors Robert D. Hisrich and Claudine Kearney demonstrate how to manage innovation on a day-to-day basis—using a wide range of real world scenarios, theories, principles, best practices, case studies, and modern examples. The book provides detailed coverage of each aspect of the process of innovation required to achieve success, including what it takes to build an innovative and entrepreneurial organization, how to develop innovation and entrepreneurship in both individuals and teams, how to manage and operationalize innovation and entrepreneurship, how to plan, and more.
international competitiveness. manage and operationalize innovation and entrepreneurship, how to develop a global business plan, and more.

**Entrepreneurial Innovation**
- Vanessa Ratten - 2021-10-10
This book explores and asserts that there are many different types of innovation but in order to bring about fundamental change to society the innovation must be entrepreneurial. The aim of this edited book is to focus on different elements of entrepreneurial innovation in order to understand emerging issues and trends. This book shows how this enables an increase in research attention placed on how entrepreneurial innovation must have a strategic intent in order to facilitate societal change. The role of competition in enabling organizations to utilise innovation that is cutting edge is discussed with the goal of bringing together the disparate literature on entrepreneurship and innovation in terms of

This book presents at length examinations on how entrepreneurship can facilitate healthier strategy and competition in organisations and beyond.

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**The Power of Strategy Innovation** - Robert E.
Johnston - 2013-03-29
Strategic planning sounds
business-as-usual dull, while
innovation conjures up images
of corporate vision and risk-
taking. The truth is, the two
must be brought together for
companies to excel in dynamic
markets. The Power of
Strategy Innovation presents
a five-phase Discovery
Process for staging, aligning,
exploring, creating, and
mapping the paths between
analytical, numbers-oriented,
day-to-day planning and
market-centric, discovery-
driven innovation that focuses
on the future. This edition
updated in 2013 to include a
new Preface and Epilogue,
describing the emergence of
Enterprise Innovation.

**Driving Innovation from Within** - Kaihan Krippendorff
- 2019-10-22
Conventional business
wisdom tells us that
entrepreneurs are society’s
main source of innovation.
Young founders leave college
with a big idea, get to work in
a garage, and build something
that changes the world.
leaders can create islands of freedom inside an organization to activate existing employees’ potential and beat startups at their own game. Driving Innovation from Within is a practical and inspiring guide to leadership from all levels for those who want the fulfillment of changing the world without leaving their job in order to do it.

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Conventional business wisdom tells us that entrepreneurs are society’s main source of innovation. Young founders leave college with a big idea, get to work in a garage, and build something that changes the world. Typical corporate employees, strangled by slow-moving bureaucracy, are blocked from making transformative discoveries. In Driving Innovation from Within, strategist and advisor Kaihan Krippendorff disproves one of today’s biggest business myths to highlight lessons for innovators and leaders. He reveals how many of the modern world’s most impactful creations were invented by passionate employee innovators. If it were left up to go-it-alone entrepreneurs, we would not have mobile phones, personal computers, or e-mail.

Distilling more than 150 interviews with internal innovators and leading experts along with insights from the latest research and today’s most successful companies, from Tencent and Amazon to Mastercard and Starbucks, Krippendorff lays out a step-by-step playbook to unlock innovation from the inside. He maps the barriers that frustrate efforts to disrupt from within and provides tools to remove them, detailing how visionary leaders can create islands of strangled by slow-moving bureaucracy, are blocked from making transformative discoveries. In Driving Innovation from Within, strategist and advisor Kaihan Krippendorff disproves one of today’s biggest business myths to highlight lessons for innovators and leaders. He

freedom inside an organization to activate existing employees’ potential and beat startups at their own game. Driving Innovation from Within is a practical and inspiring guide to leadership from all levels for those who want the fulfillment of changing the world without leaving their job in order to do it.

**Driving Innovation from Within** - Kaihan Krippendorff
- 2019-10-22
Conventional business wisdom tells us that entrepreneurs are society’s main source of innovation. Young founders leave college with a big idea, get to work in a garage, and build something that changes the world. Typical corporate employees, strangled by slow-moving bureaucracy, are blocked from making transformative discoveries. In Driving Innovation from Within, strategist and advisor Kaihan Krippendorff disproves one of today’s biggest business myths to highlight lessons for innovators and leaders. He reveals how many of the modern world’s most impactful creations were invented by passionate employee innovators. If it were left up to go-it-alone entrepreneurs, we would not have mobile phones, personal computers, or e-mail.

Distilling more than 150 interviews with internal innovators and leading experts along with insights from the latest research and today’s most successful companies, from Tencent and Amazon to Mastercard and Starbucks, Krippendorff lays out a step-by-step playbook to unlock innovation from the inside. He maps the barriers that frustrate efforts to disrupt from within and provides tools to remove them, detailing how visionary leaders can create islands of freedom inside an organization to activate existing employees’ potential and beat startups at their own game. Driving Innovation from Within is a practical and inspiring guide to leadership from all levels for those who want the fulfillment of changing the world without leaving their job in order to do it.

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**Business Model Generation**  
- Alexander Osterwalder -  
2013-02-01

Business Model Generation is a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow’s enterprises. If your organization needs to adapt to harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need Business Model Generation. Co-created by 470 "Business Model Canvas" practitioners from 45 countries, the book features a beautiful, highly visual, 4-color design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization. It explains the most common Business Model patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your own context. You will learn how to systematically understand, design, and implement a
and design tomorrow's model--or analyze and renovate an old one. Along the way, you'll understand at a much deeper level your customers, distribution channels, partners, revenue streams, costs, and your core value proposition. Business Model Generation features practical innovation techniques used today by leading consultants and companies worldwide, including 3M, Ericsson, Capgemini, Deloitte, and others. Designed for doers, it is for those ready to abandon outmoded thinking and embrace new models of value creation: for executives, consultants, entrepreneurs, and leaders of all organizations. If you're ready to change the rules, you belong to "the business model generation!"

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**The Innovator's Solution**
- Clayton - 2013-10-22
An innovation classic. From Steve Jobs to Jeff Bezos, Clay Christensen’s work continues to underpin today’s most innovative leaders and organizations. A seminal work on disruption—for everyone confronting the growth paradox. For readers of the bestselling The Innovator’s Dilemma—and beyond—this definitive work will help anyone trying to transform their business right now. In The Innovator’s Solution, Clayton Christensen and Michael Raynor expand on the how companies can and should become disruptors themselves. This classic work shows just how timely and relevant these ideas continue to be in today’s hyper-accelerated business environment. Christensen and Raynor give advice on the business decisions crucial to achieving truly disruptive growth and propose guidelines for developing your own disruptive growth engine. The authors identify the forces that cause managers to make bad decisions as they package and shape new ideas—and offer new frameworks to help create the right conditions, at the right time, for a disruption to succeed. This is a must-read for all senior managers and business leaders responsible for innovation and growth, as well as members of their teams. Based on in-depth research and theories tested in hundreds of companies across many industries, The Innovator’s Solution is a necessary addition to any innovation library—and an essential read for
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**The Innovator's Solution** - Clayton Christensen, 2013

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