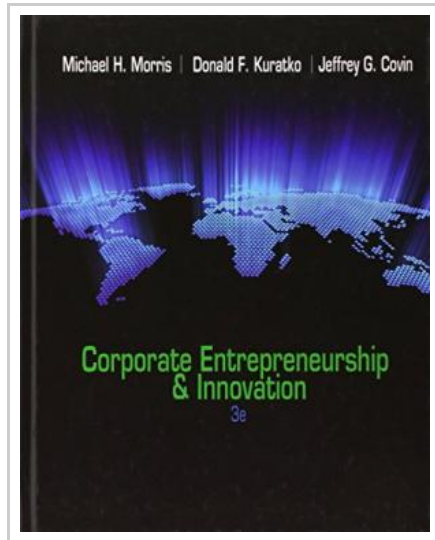




Corporate Entrepreneurship Innovation (Hardback)

By Dr Michael H Morris, Donald F Kuratko, Jeffrey G Covin

Cengage Learning, Inc, United States, 2010. Hardback. Book Condition: New. 3rd. 236 x 188 mm. Language: English . Brand New Book. This innovative book will be a useful and trusted reference throughout your career, no matter which company or industry you work within. CORPORATE ENTREPRENEURSHIP INNOVATION is a one-of-a-kind book for the emerging business arena of entrepreneurship and innovation. Built on years of research and experience, the book employs a clear and informative how-to approach and features sections and chapters organized according to a summary model of the corporate entrepreneurship process. This groundbreaking book 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 ENTREPRENEURSHIP INNOVATION 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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