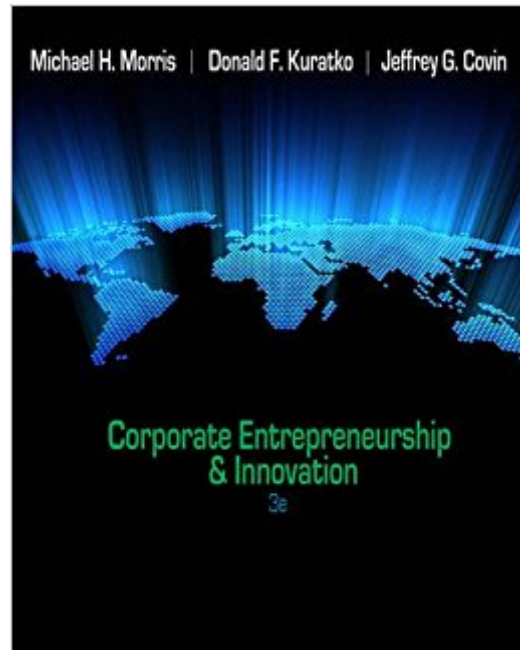




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# Corporate Entrepreneurship & Innovation



## Synopsis

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.

## Book Information

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## Customer Reviews

Dr. Michael H. Morris holds the N. Malone Mitchell Chair in Entrepreneurship at Oklahoma State University and is head of the university's School of Entrepreneurship. Dr. Morris formerly held the Chris J. Witting Chair in Entrepreneurship in the Whitman School of Management at Syracuse University. In addition, he has led entrepreneurship programs that have been ranked consistently among the top ten by U.S. News and World Report, Fortune Small Business, and the Princeton

Review/Entrepreneur Magazine. A widely published author and researcher, Dr. Morris has written seven books and more than 100 peer-reviewed academic articles. Dr. Donald F. Kuratko (known as "Dr. K") is the Jack M. Gill Distinguished Chair of Entrepreneurship; Professor of Entrepreneurship; and Executive & Academic Director of the Johnson Center for Entrepreneurship & Innovation at the Kelley School of Business, Indiana University - Bloomington. He is considered a prominent scholar and national leader in the field of entrepreneurship, authoring over 190 articles and 30 books on aspects of entrepreneurship and corporate innovation, including one of the leading entrepreneurship books in the world today, *ENTREPRENEURSHIP: THEORY, PROCESS, & PRACTICE*. Dr. K was honored by his peers in Entrepreneur magazine as the #1 Entrepreneurship Program Director in the nation, as well as being selected one of the Top Entrepreneurship Professors in the United States by Fortune magazine. Professor Kuratko has been named one of the Top 50 Entrepreneurship Scholars in the world and was the inaugural recipient of the Karl Vesper Entrepreneurship Pioneer Award for his career dedication to developing the field of entrepreneurship. The Academy of Management has honored Dr. K with the Entrepreneurship Advocate Award for his contributions to the development of the discipline of entrepreneurship, and the Entrepreneurship Mentor Award for his work in the scholarly development of Ph.D. students and junior-level faculty in the entrepreneurship field. Dr. Jeffrey G. Covin is the Samuel and Pauline Glaubinger Professor of Entrepreneurship and Professor of Strategic Management at the Kelley School of Business of Indiana University - Bloomington. In 2005, he was awarded the prestigious Entrepreneurship Mentor Award by the Academy of Management for his exemplary work in developing Ph.D. students and junior-level faculty in the entrepreneurship field. In 2008, Dr. Covin received the USASBE Award for Outstanding Research in Corporate Entrepreneurship and Strategy.

The information contained within this textbook can be valuable, however most of it can be found somewhere else. The book is written in a compelling way, however, it is not as engaging as other books on the subject. Nonetheless, the information it contains should be understood by any business student or person wanting to start their own business. There are subjects spanning from expanding entrepreneurial thinking in organizations to fostering individual creativity. It's nothing too shocking, but the information is relevant. Some of the examples and studies seem a little outdated. The rest is relevant.

I recommend this book because the content is very easy to understand. It is very useful for people who want to get started in the innovation process in a company or own business.

I go this for a class in B-school, I ended up reading the entire thing, great book, will teach you how to make your corporation think like a entrepreneur.

It is not a book. It's a xerox copy of papers available free in many digital libraries, what they call selected chapters. It doesn't worth your money.

This book, is the best one for creating an entrepreneurial large organization from the thought leaders in the space. If you want to learn how to make your company more entrepreneurial, skip the popular books that sensationalize and distort data to create an empowering messages. Instead, just buy this book.

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