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Corporate Entrepreneurship and Innovation by Paul Burns, Feb 28, 2020, Red Globe Press edition, paperback

CORPORATE ENTREPRENEURSHIP - UNTAG

A corporate entrepreneur is a person who focuses on innovation and creativity to transform dreams into a profitable reality. A charismatic leader in a company instills an entrepreneurial philosophy in the employees in an organization. These entrepreneurs must have leadership characteristics. They must be visionary and flexible.

Corporate Entrepreneurship And Innovation Edition

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.

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This leading core textbook, authored by a recognised authority on the subject, covers entrepreneurial transformation in larger organizations and shows how this can be achieved by building an organizational architecture that encourages creativity, innovation and entrepreneurship.