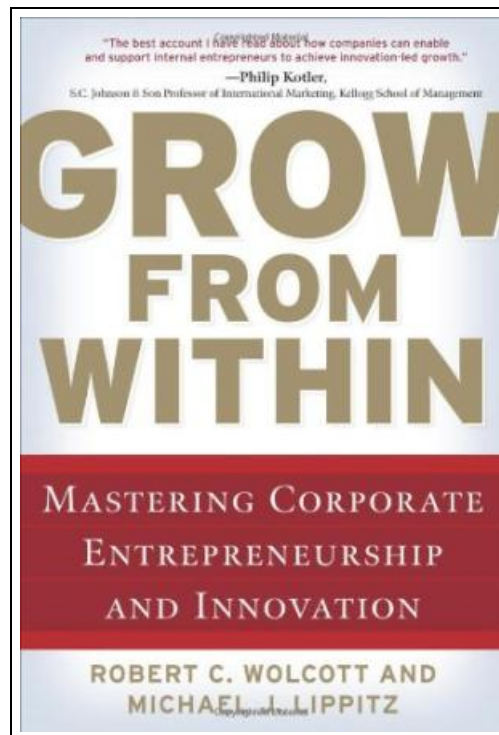


Grow from Within: Mastering Corporate Entrepreneurship and Innovation (Hardback)



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Reviews

Very beneficial to all category of folks. I really could comprehend every little thing out of this created e publication. I found out this book from my dad and i encouraged this ebook to discover.

(Maia O'Hara)

GROW FROM WITHIN: MASTERING CORPORATE ENTREPRENEURSHIP AND INNOVATION (HARDBACK)



McGraw-Hill Education - Europe, United States, 2009. Hardback. Condition: New. Language: English . Brand New Book. 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- 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...



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