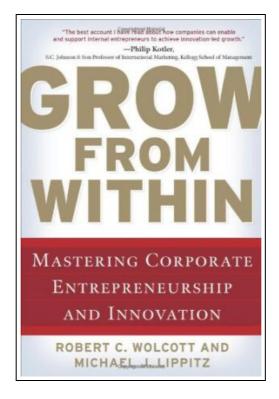
Grow from Within: Mastering Corporate Entrepreneurship and Innovation



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Reviews

Undoubtedly, this is actually the greatest job by any author. This can be for those who statte there was not a worthy of studying. I am delighted to inform you that this is actually the greatest publication i actually have read within my very own daily life and could be he greatest book for ever. (Perry Reinger)

GROW FROM WITHIN: MASTERING CORPORATE ENTREPRENEURSHIP AND INNOVATION



McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Grow from Within: Mastering Corporate Entrepreneurship and Innovation, Robert Wolcott, Michael J. Lippitz, Create Business and Generate Profits inNew 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 theexceptional 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 annualnew revenues from 22 Emerging Business Opportunities. In 2008, \$4 billion in revenues from companywide innovation efforts allowed Whirlpool to maintain its top line, despiteglobal recession and the steep dropin housing markets. A DuPont business group leader, Ellen Kullman, backed an ambitious newbusiness creation program and laterbecame DuPont's CEO. Each of these companies has learned how tocreate new businesses on a repeatable basis. In Grow from Within, two leading scholarsfrom the Kellogg School of Managementexplain how your company can discover theright approach to corporate entrepreneurshipand make it profitable. Taking innovation to the next level, corporateentrepreneurship is the process of building new businesses within an established organization-new businesses that are distinctfrom the core company but that leveragesome of its most powerful assets. Grow from Within examines: The fundamentals of designing anew business The four dominant models of corporate entrepreneurship Ways to align your innovation program with your strategy Leadership requirements for developing new businesses Innovation ...

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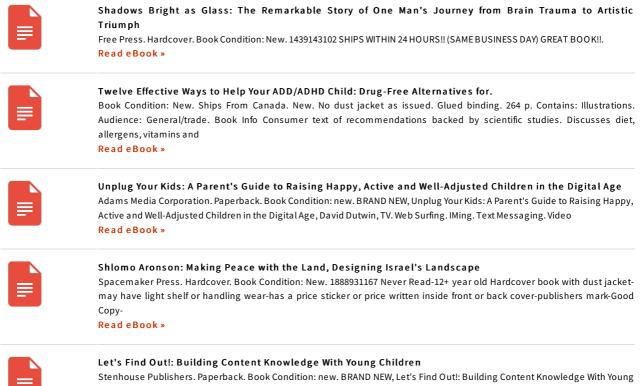
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