Entrepreneurship And New Value Creation | 4f2bbc65282612494f546445388da205


The Changing Frontier Over the last decade, capital goods manufacturers have added services to products as a way of responding to eroding margins and the loss of strategic differentiation. Based on over twelve years of research, this book provides a thorough overview of the strategies available for value creation through service business development.

From Innovation to Cash Flows Entrepreneurship is the backbone of a strong economy. Necessity-driven entrepreneurs make up a large portion of the employed population and analyzing their methods and benefits for future workers. Nascent Entrepreneurship and Successful New Venture Creation is a valuable resource that delves into the current trends and methodologies of recent entrepreneurs and entrepreneurial activities. Highlighting relevant topics that include non-cognitive skills, intellectual capital protection, regional development, and technology-based firms, this scholarly reference source is an ideal publication for business managers, organizational leaders, professionals, and researchers that would like to discover new insights into the world of entrepreneurship.

Creating Business Value and Competitive Advantage With Social Entrepreneurship The way organizations manage entrepreneurship has changed dramatically over the past decade. Today, organizations take account of economic issues, but they also adopt a broader perspective of their purpose including social and environmental issues (i.e. sustainability). Yet, despite its global spread, sustainable entrepreneurship remains an uncertain and poorly defined ambition with few absolutes. This book reaffirms the important need to improve comprehension and explore the subtleties of how individuals, groups, and organizations can discover, create, and seize opportunities for blended value generation, by designing and operating sustainable ventures. It examines, in an interdisciplinary fashion and across sectoral and geographical boundaries, how entrepreneurial activities can be developed to be generally consistent with sustainable development goals, as well as by whom, for what reasons, and with what implications. The Editors comprehensively review key dimensions of the sustainable entrepreneurship phenomenon to establish an essential definition and up-to-date picture of the field. The 19 chapters cover 4 main topics: Understanding the intentions and motivations for sustainable entrepreneurship Fostering and enacting sustainability through entrepreneurial action Leading and inspiring sustainable entrepreneurial action Finding the contextually grounded implications of and challenges to sustainable entrepreneurship and blended value generation This book is an important resource for entrepreneurs and policy makers as well as students in the fields of entrepreneurship, innovation, and sustainability.

New Venture Creation In this engaging and practical book, authors Lisa K. Gundry and Jill R. Kickul uniquely approach entrepreneurship across the life cycle of business growth—offering entrepreneurial strategies for the emerging venture, for the growing venture, and for sustaining growth in the established venture. Written from the point of view of the founder or the entrepreneurial team, the book offers powerful and practical tools to increase a venture's potential for success and growth.

Entrepreneurship and New Venture Creation Globalization, developments in technology, and new business models are transforming the way products and services are conceived, designed, made, and distributed in the U.S. and around the world. These forces present challenges - lower wages and fewer jobs for a growing fraction of middle-class workers - as well as opportunities for “makers” and aspiring entrepreneurs to create entirely new types of businesses and jobs. Making Value for America examines these challenges and opportunities and offers recommendations for collaborative actions between government, industry, and education institutions to help ensure that the U.S. thrives amid global economic changes and remains a leading environment for innovation. Filled with real-life examples, Making Value for America presents a roadmap to enhance the nation’s capacity to pursue opportunities and adapt to transforming value chains by widespread adoption of best practices, a well-prepared and innovative workforce, local innovation networks to support startups and new products, improved flow of capital investments, and infrastructure upgrades.

Corporate Value Creation The Theory of Entrepreneurship examines the interiors of the entrepreneurial value creation process, and offers a new unified and comprehensive theory to afford empirical investigations as well as delineate a broader view of the entrepreneurial contextual milieu.

Creating Value: Successful Business Strategies By and large, corporations of the 21st century have come to realise that their obligations to societies in terms of corporate social responsibility are fourfold: economic, ethical, altruistic and strategic. Meeting these four responsibilities is crucial to their survival in their various markets and industries; it also requires them to rewrite their previously less socially responsible business models in order to do so. All indications continue to suggest that it is those organisations that are perceived to be socially responsible by stakeholders in modern markets that survive and prosper. Corporations have equally realised that by being innovative in all things - including their CSR activities and initiatives - they will add value to the so-
Entrepreneurship Strategy In celebration of IESE’s 50 years of bridging the gap between theory and practice, this essential compilation brings together today’s top researchers to tackle the real-life issues that family business owners face on a daily basis, shedding new light on the values that shape these special types of companies.

Creating Social Value Why do some individuals decide they want to create businesses and then actually do so? Why do others decide against this course of action, even though they appear to have what it takes to succeed? These two questions were among the first that researchers in the field of entrepreneurship tried to answer. Recently, it seems that the problem is much more difficult to solve than it first appeared thirty years ago. The venture creation phenomenon is a complex one, covering a wide variety of situations. The purpose of this book is to improve our understanding of this complexity by offering both a theory of the entrepreneurial process and practical advice on how to start a new business and manage it effectively. Entrepreneurship and New Value Creation is a fascinating, research-driven book that will appeal to graduate students, researchers and reflective practitioners concerned with the dynamics of the entrepreneurial process.

Cases in Entrepreneurship

Value Creation and the Internet of Things In 1945, Vannevar Bush, founder of Raytheon and one-time engineering dean at MIT, delivered a report to the president of the United States that argued for the importance of public support for science, and the importance of science for the future of the nation. The report, Science: The Endless Frontier, set America on a path toward strong and well-funded institutions of science, creating an intellectual architecture that still defines scientific endeavor today. In The Changing Frontier, Adam B. Jaffe and Benjamin Jones bring together a group of prominent scholars to consider the changes in science and innovation in the ensuing decades. The contributors take on such topics as changes in the organization of scientific research, the geography of innovation, modes of entrepreneurship, and the structure of research institutions and linkages between science and innovation. An important analysis of where science stands today, The Changing Frontier will be invaluable to practitioners and policy makers alike.

Creating New Markets in the Digital Economy Master the fundamentals, hone your business instincts, and save a fortune in tuition. The consensus is clear: MBA programs are a waste of time and money. Even the elite schools offer outdated assembly-line educations for profit-and-loss statements and PowerPoint presentations. After two years poring over sanitized case studies, students are shuffled off into middle management to find out how business really works. Josh Kaufman has made a business out of distilling the core principles of business and delivering them quickly and concisely to people at all stages of their careers. His blog has introduced hundreds of thousands of readers to the best business books and most powerful business concepts of all time. In The Personal MBA, he shares the essentials of sales, marketing, negotiation, strategy, and much more. True leaders aren’t made by business schools—they make themselves, seeking out the knowledge, skills, and experiences they need to succeed. Read this book and in one week you will learn the principles it takes most people a lifetime to master.

New Venture Creation This text brings together the established pedagogy of entrepreneurship with cutting edge nonprofit and public management tools. Measuring social value, earned income, donations and government income, entrepreneurial fundraising and marketing, and social enterprise business plans. For the entrepreneur who seeks to understand the social and non-for-profit sectors.

Social E-Enterprise: Value Creation through ICT Cases in Entrepreneurship: The Venture Creation Process is the first book to be based upon a cognitive framework of entrepreneurship. These cases are compatible with courses in Entrepreneurship, and New Venture Management at the undergraduate and MBA level in schools of business.

Naascent Entrepreneurship and Successful New Venture Creation Timmons & Spinelli’s, New Venture Creation: Entrepreneurship For The 21st Century, 6/e is a perforated paperback text that covers the process of getting a new venture started, growing the venture, successfully harvesting it and starting again. Through text, case studies, and hands-on exercises, the book guides students in discovering the concepts of entrepreneurship and the competencies, skills, know-how and experience that are sufficient to pursue different entrepreneurial opportunities. The authors recognize that there is no substitute for actually starting a company, but believe that it is possible to expose students to many of the vital issues and immerse them in key learning experiences.

Intangible Assets and Value Creation TRY (FREE for 14 days), OR RENT this title: www.wileystudentchoice.com Successful entrepreneurship requires a specialized mix of innovation, drive, business acumen, and communication; an entrepreneur sees the potential and pitfalls in any idea, and understands the product, the market, and the business climate well enough to make smart decisions for the venture. This book is designed to go beyond the nuts and bolts of entrepreneurship and help students develop the critical foundation referred to as “entrepreneurial thinking.” Organized to align with the typical flow of development, the text allows students to develop their own ideas alongside each lesson. Coverage of goals, opportunities, and resources includes detailed discussion of venture funding, financial resources, and the relationships needed to get an idea off of the ground; subsequent chapters include clear guidance on keeping the momentum going through product
development, enterprise growth, value creation, and the evolution of the business model. Based on the latest research and providing a truly global perspective, this book gives students a comprehensive, real-world foundation in entrepreneurship today.

Entrepreneurship and New Value Creation A detailed crash course in business management for value creation Corporate Value Creation provides an operations framework that management can use to optimize the impact decisions have on creating value by growing revenue and profitability. Designed to assist professionals without a strong business or financial education, this book provides a thorough understanding of the qualitative and quantitative aspects of management for the purpose of value creation. Readers will find detailed information on financial reports, valuation, modeling and forecasting, and more, including discussion of best practices that functional management can embrace to leverage performance. The final chapter reviews key concepts and helps the reader tie them all together by using a step-by-step approach to build or modify a business plan that includes a complete set of financial statements. In addition, each chapter includes case studies or exercises so that the reader can practice using the material covered in the chapter. Corporate Value Creation can also be used as a handbook for managers who are looking for information on specific topics that range from developing financial statements to manufacturing management, to Internet marketing and much more. In most cases, individual topics can be reviewed without reading the entire book. Finally, for the manager who wants to quickly understand what's involved in running a successful business, each chapter begins with the key takeaways from that chapter in a section called "Nuggets". Fundamentally, creating value is as simple as making more money—but therein lies the rub. Effective management of business growth involves a complex interplay of productivity, capital, debt, and margins, and finding the most efficient balance can be challenging. For managers who need a deeper understanding of the forces at work, Corporate Value Creation is a thorough, detailed guide but it is also valuable for managers who are looking for information on a specific topic or simply want to understand at a high level what's involved in running a successful business.

Innovation and Entrepreneurship Social entrepreneurship differs from traditional forms of entrepreneurship in that the primary goal of the social venture is to address social problems and needs that are as yet unmet. The driving force of such ventures is social value creation. This new textbook aims to provide a comprehensive, cutting edge resource for students, introducing them to the unique concerns and challenges that face social ventures through a comparison with the principles of traditional entrepreneurship. The book consists of fourteen chapters covering all aspects of venture creation and management—from writing a business plan, to financing, people management, marketing, and social impact measurement. Social Entrepreneurship uses real-life examples and sources to expose students to contemporary developments in the field, encouraging them to think critically about the issues faced by social ventures across the globe, and experiential exercises and assignments are included to provide students with hands-on experience in creating and managing their own social ventures. Also containing review and application questions, illustrative cases, definitions of key terms, and a comprehensive companion website, Social Entrepreneurship is the essential guide to this rapidly emerging field. Visit the companion website at www.routledge.com/cw/beugre to find: For Instructors PowerPoint slides Instructor's manual Multiple-choice questions For Students Extra illustrative cases Web links Links to video lectures

Sustainable Entrepreneurship There is a new business landscape, where companies are increasingly being judged on their ability to generate social value. But there is no off-the-shelf solution for the leaders and change makers in this new domain. Creating social value is a journey, and each company must chart its own path through uncertain and complex terrain. We invite you to discover how the entrepreneurial leaders profiled in this book have become trailblazers, using strategy and innovation to generate profits and social value simultaneously. Creating Social Value provides insights into the motivations and preoccupations of groundbreaking entrepreneurial leaders as they look to activate change not just within their companies, but also in their sectors, value chains and even through co-creating partnerships with their competitors. Such change requires fundamentally new styles of leadership and business design where companies seek to be generative rather than extractive. This book also bears witness to the emergence of new language to describe these innovative concepts. Working with and sharing ideas with social entrepreneurs and entrepreneurs inside, the authors became aware of the building blocks of a new lexicon with the power to inspire and positively influence the culture of an organization. Many of the leaders included in this book have driven change by harnessing the power of language to reframe their company's direction. For example, The Campbell Soup Company has created destination goals to describe the long-term vision of the company to nourish its customers, employees and neighbors. Ford has worked on nation building, creating physical infrastructure in Afghanistan, a country decimated by war. UPS has worked to understand its impact on the planet, building a materiality matrix of the issues that matter to its stakeholders, while working to create a culture that fosters social innovation and seeks to understand constructive dissatisfaction. Ford is redefining its mission, imagining a different future in which it provides mobility solutions, rather than only manufacturing cars. Ford is working with Toyota to co-create technologies to combat climate change. This book sets out a manifesto for Social Value Creation, which is defined as a strategy that combines a unique set of corporate assets (including innovation capacities, marketing skills, managerial acumen, employee engagement, scale) in collaboration with the assets of other sectors and firms to co-create breakthrough solutions to complex economic, social and environmental issues that impact the sustainability of both business and society. Social innovation differs from corporate responsibility in two significant ways: it is strategic and it leverages a wide range of corporate assets and core competencies. Creating Social Value has been designed as a manual for change. It will be essential reading for business students, entrepreneurs and all of those wishing to effect positive, generative change in larger organizations.

Analyzing the Relationship Between Innovation, Value Creation, and Entrepreneurship With the use of practical in-depth case studies and interviews with leading experts in the field, this book analyses the key elements in value creation in the new age. It provides practical guidance to organisations that will allow them to migrate successfully into an economy that demands new business models.

Service Business Development We live in a behavior economy, an environment in which people no longer engage with companies just by purchasing things, but they seek engagement with services that allow them to behave, to leave a mark, and to participate in the community of others. The economic model promoted by the behavior economy is a model where behavior is the only goal of our actions, and where intrinsic motivation is the key to participation, engagement, and the satisfaction of multiple dimensions of value. Value Creation and the Internet of Things describes value delivery and consumption, and the mechanisms by which new value is captured and created, in enterprises dedicated to competing and prospering in this new environment. This book is significant in the context of the Internet of Things becoming mainstream, forcing organizations to re-examine their value creation methodologies in light of new consumer behavior and expectations. The Internet of Things will reframe the existence of the ones enriched by it. It will do so not because it can, but because our motivation will demand it. This is a book about reframing reality for new and incumbent organizations. The reality to reframe is not an imaginary one, but the immediate reality in which one operates: the behavior economy.
Social Entrepreneurship Shift your business model and transform your organization in the face of disruption Business Model Shifts is co-authored by Patrick van Der Pijl, producer of the global bestseller Business Model Generation, and offers a groundbreaking look at the challenging times in which we live, and the real-world solutions needed to conquer the obstacles organizations must now face. Business Model Shifts is a visually stunning guide that examines six fundamental disruptions happening now and spotlights the opportunities that they present: The Services Shift: the move from products to services; The Stakeholder Shift: the move from an exclusive shareholder orientation to creating value for all stakeholders, including employees and society; The Digital Shift: the move from traditional business operations to 24/7 connection to customers and their needs; The Platform Shift: the move from trying to serve everyone, to connecting people who can exchange value on a proprietary platform; The Exponential Shift: the move from seeking incremental growth to an exponential mindset that seeks 10x growth; The Circular Shift: the move from take-make-dispose towards restorative, regenerative, and circular value creation. Filled with case studies, stories, and in-depth analysis based on the work of hundreds of the world’s largest and most intriguing organizations, Business Model Shifts details how these organizations created their own business model shifts in order to create more customer value, and ultimately, a stronger, more competitive business. Whether you’re looking for ways to redesign your business due to the latest needs of the marketplace, launching a new product or service, or simply creating more lasting value for your customers, Business Model Shifts is the essential book that will change the way you think about your business and its future.

Technology Entrepreneurship The field of social entrepreneurship is attracting attention from multiple industries. Social entrepreneurs are responsible for finding ways to creatively contribute to society by providing affordable products and services. Creating Business Value and Competitive Advantage With Social Entrepreneurship is a useful scholarly resource that examines the broad topic of social entrepreneurship by looking at relevant theoretical frameworks and fundamental concepts. Focused on topics such as creating business value, promoting social entrepreneurship, and enacting programs of social change, this book provides the latest research and practical solutions concerning social entrepreneurship. The source proves valuable to academicians, researchers, entrepreneurship practitioners, and individuals interested in learning more about social entrepreneurship.

Strategic Entrepreneurial Finance This book provides practical advice to help readers innovate and identify new business models, products and services within the connected digital economy.

Family Values and Value Creation ‘Creating Value through Business Strategy’ is the new edition of ‘Creating Value: Shaping Tomorrow’s Business’, winner of the MCA price for best management in 1997. This new edition provides constructive guidelines to readers to open their minds to the challenges of creating value. It extends and updates the reasons for the choice of the individual offering as the strategy unit and intensifies and extends the challenges to standard approaches and conventional thinking. Updates to all the material from the first edition are included and new examples have been added throughout.

Social Entrepreneurship Praise for From Innovation to Cash Flows “Critically important topics for all entrepreneurs, new and experienced. Collaboration, intellectual property, and funding are described with depth and thoughtfulness. From Innovation to Cash Flows provides both the theoretical structure and the rich examples to serve as a great reference. Not to be missed!” —Cheryl A. Fragiadakis, Head of Technology Transfer and Intellectual Property Management, Lawrence Berkeley National Laboratory “From Innovation to Cash Flows is a unique book that covers many of the essentials to be successful as a biotechnology or high-tech entrepreneur. The combination of theory and practical examples adds direct business value. This comprehensive work will prevent any starting venture from making costly mistakes.” —Jeroen Nieuwenhuis, PhD, MBA, Corporate Entrepreneur, Magnotech Venture, Philips Healthcare Incubator “Truly exhaustive in its coverage of all the different aspects of managing high-technology innovations, this book constitutes an invaluable resource for technology entrepreneurs.” —Juhana Rauramo, Partner, Bio Fund Management Ltd. “From Innovation to Cash Flows is a wellspring of insights and inspiration for anyone with a desire to start up a high-tech venture. The reader is guided step by step through the twists and turns of strategy, contract law, intellectual property rights management, and strategic partnering. A global team of experts from law, science, and business collaborated to write this book; their pooled know-how and collective experiences shine through. The result is highly recommended. Every aspiring entrepreneur with a scientific bent will want to own this book for his or her own library.” —Laura Cha, Deputy Chairman, The Hongkong and Shanghai Banking Corporation Limited “Alliances often are vital components of successful high-tech ventures. Through its unique blend of sound management theory and wise business and legal advice, this book shows high-tech entrepreneurs how to build innovative business models based on strategic collaboration with other firms.” —Xavier Mendoza, Deputy Director General, ESADE, Ramon Llull University, and former Dean, ESADE Business School, Spain “This book is distinctive because it tells you how to turn your idea into a profitable business—a combination of savvy business advice and extensive legal documents that is original. This is a book to be read, and then revisited. You will want to come back to it time and again for references, for sample documents, and for sage advice on how to take the next step.” —From the Foreword by Henry Chesbrough, Adjunct Professor and Executive Director, Center for Open Innovation, Haas School of Business, UC Berkeley, and Karl S. Pister, Dean and Roy W. Carlson Professor of Engineering Emeritus, UC Berkeley

New Venture Creation The world of business is constantly changing. Here, a cast of key players from Latin America explore the conceptual foundations, methodologies, and tools for mini-cases and business challenges to innovation and entrepreneurship in emerging markets.

Value Creation in International Business Entrepreneurial finance is a discipline that studies financial resource mobilization, resource allocation, risk moderation, optimization in financial contracting, value creation, and value monetization within the context of entrepreneurship. However, without proper strategic consideration the discipline is incomplete. This book examines how the activity of entrepreneurial finance can be enhanced via a concentration on value creation and through improved strategic decision-making. The most unique feature of the book is its focus on value creation. For entrepreneurs, value creation is not a one-off activity, but rather a continuous cycle of incremental improvements across a wide range of business activities. Entrepreneurial value creation is described in four comprehensive stages: value creation, value measurement, value enhancement, and value realization, referred to as the C-MER model. This book focuses on what creates value rather than merely presenting value creation in a straight accounting framework. At the same time, deliberate and tactical planning and implementation ensure that the firm does not ignore the components necessary for it to survive and flourish. Vigorous strategic deliberations maximize the entrepreneurial firm’s chances of making the right business decisions for the future, enable the firm to manage its available financial and non-financial resources in the most optimal manner, ensure that the necessary capital is secured to progress the development of the firm to its desired development level, and build value. While financial considerations are important, a firm of strategic entrepreneurial finance represents a fusion of three disciplines: strategic management, financial management, and entrepreneurship. This orientation represents a natural evolution of scholarship to combine specific domains and paradigms of naturally connected
The Theory of Entrepreneurship The edited collection brings into focus the meanings, interpretations and the process of value creation in international business. Exploring value creation in the context of emerging and developed economies, Volume 2 takes the perspective of small and medium sized enterprises and examines various approaches to value creation in the process of firm internationalization. Providing theoretical and practical insights, the authors open an intellectual debate into what value is, and how it is created through the internationalization activities of firms. Value Creation in International Business is a pioneering two volume work intended to provoke theoretical and empirical development in International Business research. Moreover, it is intended as a bridge between concepts derived from general business firm-level research agendas such as value creation and business model, and internationalization approaches and activities of firms. Innovative CSR Innovation stimulates and facilitates entrepreneurship because the highest levels of entrepreneurship are to be found in societies with the highest value creation and digital dividends. The higher levels of consumption, employment, and cost reduction generated by the implementation of digital technologies motivates entrepreneurs to expand their activity and promotes the emergence of new entrepreneurs. Positive outcomes can be generated by the implementation of innovation leaders to higher competition and new markets, incentivizing entrepreneurs to introduce new innovations to react to these higher levels of competition, which are accompanied by their corresponding value creation. This paper analyses the relationship between innovation, value creation, and entrepreneurship. It provides a pivotal reference source that analyzes the theoretical and empirical aspects of innovation as a factor that enhances value creation and the role of entrepreneurship. While highlighting topics such as data management, social enterprise, and digital marketing, this publication explores enhanced economic growth and the methods of higher levels of consumption in society. This book is ideally designed for corporate managers, business executives, academicians, students, and researchers seeking current research on interrelationships between financial variables, strategies to apply them at the micro- and macro-level, and a consideration of the fiscal effects once implemented.

The Global Enterprise The importance of this volume is that it addresses the major pedagogical issues that inevitably arise in the context of entrepreneurship education. It represents a valuable source for those involved in the training and development of entrepreneurial skills and initiative. Economic Outlook and Business Review Can entrepreneurship be taught? Is it an art or a science? How is entrepreneurship learned? Another masterpiece by the European masters Fayolle and Klandt, this volume based on the 2003 Grenoble Conference will be useful for years to come, among educators and policymakers alike, especially those open to the emerging paradigm. Léa-Paul Dana, University of Canterbury, New Zealand This book discusses paradigmatic changes in the field of entrepreneurship education in response to economic, political and social needs, and the consequential need to reassess, redevelop and renew curricula and methods used in teaching entrepreneurship. Traditional and new questions and concerns are addressed, including: the development of business schools towards entrepreneurship education best-practice methods of learning and teaching entrepreneurship both inside and outside the classroom the design of effective teaching frameworks and tools the development of entrepreneurial behaviours and attitudes in students teaching the design and launch of new businesses. The issue of assessing the effectiveness of entrepreneurship education is also raised. A theoretical and methodological framework is used to measure the impact and effectiveness of entrepreneurship education programmes on the attitudes and behaviours of students. Now more than ever, the book argues, research in the field of entrepreneurship education has to be encouraged and facilitated, and should drive the activity of entrepreneurship education providers. As such, this fascinating book aims to provide researchers, practitioners, teachers and advanced students engaged in the field of entrepreneurship with relevant and up-to-date insights into international research programmes in entrepreneurship education.

The Process of Social Value Creation Modern economies reward activities that extract value rather than create it. This must change to ensure a capitalism that works for us all. Shortlisted for the FT & McKinsey Business Book of the Year Award A scathing indictment of our current global financial system, The Value of Everything rigorously scrutinizes the way in which economic value has been accounted and reveals how economic theory has failed to clearly delineate the difference between value creation and value extraction. Mariana Mazzucato argues that the increasingly blurry equity preservation. Issues such as those categories have allowed certain actors in the economy to portray themselves as value creators, while in reality they are just moving around existing values or even worse, destroying it. The book uses case studies from Silicon Valley to the financial sector to big pharma-to show how the foggy notions of value create confusion between rents and profits, reward extractors and creators, and distort the measurements of growth and GDP. In the process, innovation suffers and inequality rises. The lesson here is urgent and sobering: to rescue our economy from the next inevitable crisis and to foster long-term economic growth, we will need to rethink capitalism, rethink the role of public policy and the importance of the public sector, and redefine how we measure value in our society.

International Entrepreneurship Education Recognizing the unique needs of the technology startup, Duening focuses on intellectual property development, funding, and marketing/selling more than other texts in this market. Extensive use of technology examples, case studies, and assignments keeps the book relevant and motivating for engineering students. Rich in case studies, examples, and in-chapter elements that focus on the challenges of launching and operating a technology venture In-depth examination of intellectual property development, valuation, deal structuring, and equity preservation. Issues of most relevance to technology start-ups Extensive discussion of technology management and continuous innovation as a competitive advantage Addresses the issue of leading, managing, motivating, and compensating technical workers More time on the fundamentals of marketing and selling, as these are elements of entrepreneurship commonly most neglected by engineers and scientists.

The Value of Everything This book discusses social entrepreneurship, especially in context of India. It focuses on understanding the whole process of social value creation, i.e. social entrepreneurship - opportunity identification, resource mobilisation, social value, capabilities of social entrepreneurs and innovation in three different types of social enterprises - (I) non-profit or charitable ones; (II) non-profit social enterprise, sustainable with the combined income of grants, subsidies and own earned income; self-sustainable not-for-profit social enterprise; and hybrid social enterprise; and (III) for-profit social enterprises. Sample cases of social entrepreneurs (Ashawka fellows) were selected from three inter-linked sectors -- health, education and livelihood. To provide a comprehensive view, interviews were taken not only from the founders (social entrepreneurs), management personnel, and other employees, but also from the beneficiaries. The book comprises how, on the basis of cross-comparison between three types of social enterprises, several propositions and finally theoretical framework on social entrepreneurship have been developed. It proposes that social entrepreneurship can be acquired and that these social entrepreneurs can help solve the larger social problems faced both by developing and developed nations.
Living Innovation This new 7th Edition of New Venture Creation: Entrepreneurship for the 21st Century, is the most heavily revised edition since its existence, yet it still maintains the market defining “Timmons Model of the Entrepreneurial Process.” As always, Timmons & Spinelli cover the process of getting a new venture started, growing the venture, and successfully harvesting it. Through text, case studies, and hands-on exercises, this how-to text guides students in discovering the concepts of entrepreneurship and the competencies, skills, tools, and experience to equip students to successfully launch a new venture and recognize entrepreneurial opportunities.

New Business Models and Value Creation: A Service Science Perspective Drawing upon real-world examples from across the globe, Lee and Lim explain the fundamentals of innovation, introduce emerging innovation tools, and outline new innovation strategies in order to demonstrate how innovation can contribute to the greater social good.

The Personal MBA A core textbook for creating a successful business plan which looks at everything a budding entrepreneur needs to consider to have the best chance of launching a successful new venture. It is a very practical text and progressively builds a roadmap towards the creation of an effective business plan.

Entrepreneurship

Making Value for America As the importance of the social sector has increased in recent years, utilizing social enterprise aids in the development of knowledge, research, and practices in order to achieve an organization’s goals. Therefore, an understanding of ICT implementation in regards to social enterprise is crucial for effectiveness. Social E-Enterprise: Value Creation through ICT provides research on the understanding of ICT in the social enterprise field as it emerges as a major component of both business model and developed economy. This reference source focuses on the role of information communication technology as it promotes the development of the social sector.

Business Model Shifts The contemporary economic landscape features the prevalence of the service sector in economic systems, the pervasive servitisation of manufacturing, innovations in traditional business models and new value creation models, thanks to the new possibilities offered by the web, ICT and other enabling technologies. In this evolving context, this book provides qualified contributions on the topic of service science from a managerial perspective. A multidisciplinary perspective is adopted, dealing with both the structural-technological and dynamic-relational aspects of managing complexity. In addressing the contribution that service science can make to business value creation, this book covers relevant issues such as product servitisation, business modelling, value cocreation with customers, performance measures and the role of ICT. It also presents some innovative experiences of management models in service organisations operating in the environmental, energy and health-care sectors. This book aims to enhance the value of the results of research intertwined with the development of a new training curriculum started four years ago at the Scuola Superiore Sant'Anna of Pisa (Italy) with the evolution of the “Master in Management of Innovation” into the new “Master in Management, Innovation and Service Engineering” (MAINS).

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