

Innovation and Entrepreneurship



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Developed for courses at both undergraduate and postgraduate level Innovation and Entrepreneurship is an accessible introductory text written primarily for students of business and management studies. The book is also suitable for engineering students studying courses in business and management. Contemporary issues in both

innovation and entrepreneurship are used to engage and excite students, and lead them to the relevant theory, models and lessons. The authors have created a new text which includes: * Fully integrated contemporary themes in innovation, such as sustainability, social entrepreneurship and creating new ventures. * A focus on the role of individual entrepreneurship and organizational innovation, in private and public services. * Contemporary cases from areas including new media, computer gaming, internet services, and public and social innovation cases.

作者介绍:

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