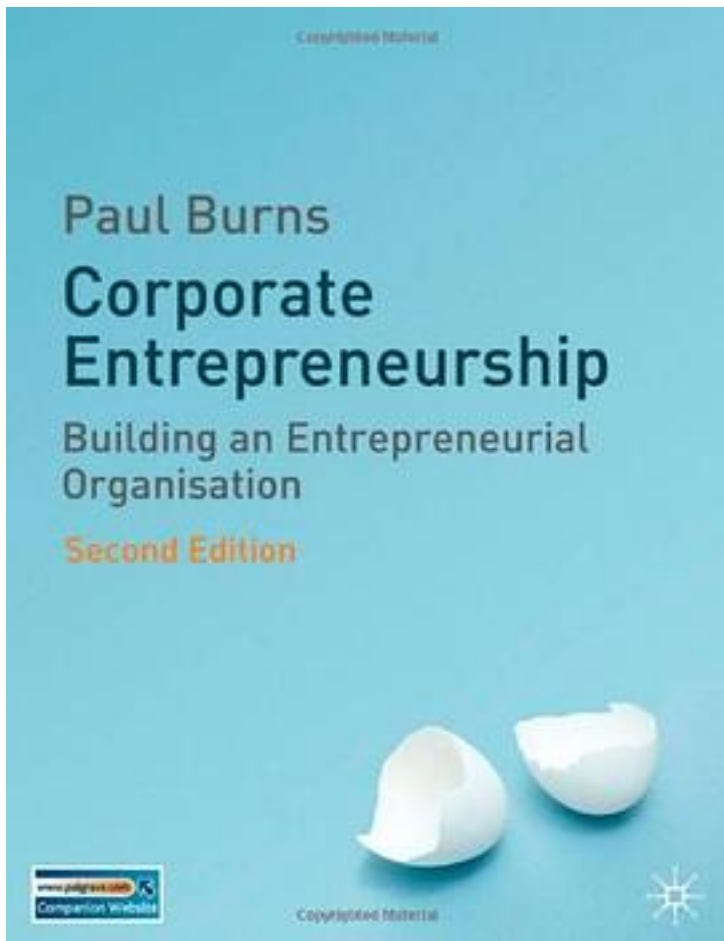


Corporate Entrepreneurship



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著者:Burns, Paul

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This book offers an innovative look at the entrepreneurial advantage and how it can be harnessed and replicated within organizations, transforming them into market leaders. It is a UK authored Corporate Entrepreneurship textbook, authored by Paul Burns,

Dean of Bedfordshire Business School and author of one of the bestselling core entrepreneurship textbooks. It includes real world case studies and quotations from entrepreneurial managers, strong pedagogy, step-by-step Corporate Entrepreneurship Audit, links to further reading and additional resources, and a companion website which provides additional resources for students and lecturers. The secret to sustainable competitive advantage for large organizations in the changing business environment is not simply lowering costs or restructuring for efficiency. Companies need to be adaptable, flexible, speedy, creative, innovative and opportunistic. In short, they need to act in an entrepreneurial manner.

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