

Entrepreneurs Inside



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Entrepreneurs Inside: Accelerating Business Growth with Corporate Entrepreneurs was inspired by an extraordinary group of individuals who stepped up to the challenge of building new growth businesses in their organizations. Building a new business inside an existing organization is a daunting task. It takes a unique combination of competencies to lead these initiatives. The book describes the competencies of successful corporate entrepreneurs and entrepreneurial leaders. It also reveals the obstacles and hidden barriers these executives encountered as they created the entrepreneurial culture necessary for success. Most valuably, the book offers a practical look at corporate entrepreneurship, innovation, and execution.

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