

Corporate Entrepreneurship: Innovation and Strategy in Large Organizations

By Paul Burns



Corporate Entrepreneurship: Innovation and Strategy in Large Organizations By Paul Burns


Corporate Entrepreneurship is about entrepreneurial transformation in larger organizations. Paul Burns shows how this can be achieved by building an organizational architecture – leadership, culture, structure and strategies – that encourages creativity, innovation and entrepreneurship. He synthesizes research from a number of business disciplines and draws on numerous corporate examples.


New to this edition:

- Sections on corporate governance, ethics, sustainability and corporate social responsibility
- Greater emphasis on improving shareholder value through risk management and the generation of strategic options, rather than just improving profitability
- Expanded coverage of the management of disruptive innovation and market paradigm change, as well as incremental innovation
- Coverage of the financial crisis and recession, and their implications for entrepreneurship
- Fully updated case studies and new learning resources

Corporate Entrepreneurship is an essential text for all students of Entrepreneurship and Intrapreneurship, Strategy, Innovation and Leadership.

Visit www.palgrave.com/business/burns for extensive student and lecturer resources including case studies and questions, an individual and a corporate entrepreneurship test, video commentaries and useful web links.

 [Download Corporate Entrepreneurship: Innovation and Strateg ...pdf](#)

 [Read Online Corporate Entrepreneurship: Innovation and Strat ...pdf](#)

Corporate Entrepreneurship: Innovation and Strategy in Large Organizations

By Paul Burns

Corporate Entrepreneurship: Innovation and Strategy in Large Organizations By Paul Burns

Corporate Entrepreneurship is about entrepreneurial transformation in larger organizations. Paul Burns shows how this can be achieved by building an organizational architecture – leadership, culture, structure and strategies – that encourages creativity, innovation and entrepreneurship. He synthesizes research from a number of business disciplines and draws on numerous corporate examples.

New to this edition:

- Sections on corporate governance, ethics, sustainability and corporate social responsibility
- Greater emphasis on improving shareholder value through risk management and the generation of strategic options, rather than just improving profitability
- Expanded coverage of the management of disruptive innovation and market paradigm change, as well as incremental innovation
- Coverage of the financial crisis and recession, and their implications for entrepreneurship
- Fully updated case studies and new learning resources

Corporate Entrepreneurship is an essential text for all students of Entrepreneurship and Intrapreneurship, Strategy, Innovation and Leadership.

Visit www.palgrave.com/business/burns for extensive student and lecturer resources including case studies and questions, an individual and a corporate entrepreneurship test, video commentaries and useful web links.

Corporate Entrepreneurship: Innovation and Strategy in Large Organizations By Paul Burns **Bibliography**

- Rank: #188035 in eBooks
- Published on: 2012-12-07
- Released on: 2012-11-19
- Format: Kindle eBook

 [Download Corporate Entrepreneurship: Innovation and Strateg ...pdf](#)

 [Read Online Corporate Entrepreneurship: Innovation and Strat ...pdf](#)

Download and Read Free Online Corporate Entrepreneurship: Innovation and Strategy in Large Organizations By Paul Burns

Editorial Review

Review

'This book offers a detailed coverage of research into corporate entrepreneurship in conjunction with comprehensive insights into management practices. The book effectively captures the challenges of leadership, architecture, strategy and innovation that are associated with the pursuit of corporate entrepreneurship, and provides a wealth of research-based and practice-based guidance to resolve these challenges. An excellent and valuable resource for educators, students and practitioners alike!' - Dr. Mathew Hughes, Reader in Entrepreneurial Management, Durham Business School, Durham University, UK

'Students and managers alike will find Burns' text to be a useful tool to furthering their understanding of entrepreneurial organizations. Corporate Entrepreneurship provides a comprehensive description of all aspects of creating an innovative organization: culture and creativity, structure, strategy, and management of the entrepreneurial process. Cases and examples throughout the book demonstrate how the concepts have been applied by real organizations, and make the subject matter very understandable.' - Professor Robert Garrett, Discipline Director for Strategy and Entrepreneurship, College of Business, Oregon State University, USA

'An excellent book that combines a profound understanding of theory with practical guidance on developing entrepreneurial skills. This book is an incredibly useful manual for anyone who aspires to an entrepreneurial career in established companies.' - Professor Catherine L. Wang, PhD Programme Director, School of Management, Royal Holloway, University of London, UK

'Corporate Entrepreneurship is a definitive guide to the challenge of developing new business ideas within existing organisations. If you are trying to develop your own business ideas, or if you are a student trying to get to grips with the latest thinking, this book is for you. It does a terrific job of blending practical insights and theoretical frameworks.' - Professor Julian Birkinshaw, Professor of Strategy and Entrepreneurship, London Business School, UK

'This new text brings the study of Corporate Entrepreneurship bang up to date for students. It gives takes the approach necessary in HE: theoretical, analytical, with practical illustrations and cases and a sound pedagogical approach. This is an all-round, helpful text, fully supportive of delivering the topic at both undergraduate and postgraduate levels.' - Sheena Bell, University of Glasgow, UK

'This is an essential text for Masters courses dealing with innovation, entrepreneurship and change in organizations. Burns provides excellent introductions to key topics and theories which are contextualised through current case studies, further reading and challenging innovation assignments. I highly recommend it - and my students do too.' - Dr. Richard Tunstall, Lecturer in Enterprise, University of Leeds, UK

Review

This book offers a detailed coverage of research into corporate entrepreneurship in conjunction with comprehensive insights into management practices. The book effectively captures the challenges of leadership, architecture, strategy and innovation that are associated with the pursuit of corporate entrepreneurship, and provides a wealth of research-based and practice-based guidance to resolve these challenges. An excellent and valuable resource for educators, students and practitioners alike!

- Dr. Mathew Hughes, Reader in Entrepreneurial Management, Durham Business School, Durham University, UK

'Students and managers alike will find Burns' text to be a useful tool to furthering their understanding of entrepreneurial organizations. *Corporate Entrepreneurship* provides a comprehensive description of all

aspects of creating an innovative organization: culture and creativity, structure, strategy, and management of the entrepreneurial process. Cases and examples throughout the book demonstrate how the concepts have been applied by real organizations, and make the subject matter very understandable.'

- Professor Robert Garrett, Discipline Director for Strategy and Entrepreneurship, College of Business, Oregon State University, USA

'An excellent book that combines a profound understanding of theory with practical guidance on developing entrepreneurial skills. This book is an incredibly useful manual for anyone who aspires to an entrepreneurial career in established companies.'

- Professor Catherine L. Wang, PhD Programme Director, School of Management, Royal Holloway, University of London, UK

'*Corporate Entrepreneurship* is a definitive guide to the challenge of developing new business ideas within existing organisations. If you are trying to develop your own business ideas, or if you are a student trying to get to grips with the latest thinking, this book is for you. It does a terrific job of blending practical insights and theoretical frameworks.'

- Professor Julian Birkinshaw, Professor of Strategy and Entrepreneurship, London Business School, UK

'This new text brings the study of Corporate Entrepreneurship bang up to date for students. It gives takes the approach necessary in HE: theoretical, analytical, with practical illustrations and cases and a sound pedagogical approach. This is an all-round, helpful text, fully supportive of delivering the topic at both undergraduate and postgraduate levels.'

- Sheena Bell, University of Glasgow, UK

'This is an essential text for Masters courses dealing with innovation, entrepreneurship and change in organizations. Burns provides excellent introductions to key topics and theories which are contextualised through current case studies, further reading and challenging innovation assignments. I highly recommend it - and my students do too.' - **Dr. Richard Tunstall, Lecturer in Enterprise, University of Leeds, UK**

From the Back Cover

Corporate Entrepreneurship is about entrepreneurial transformation in larger organizations. Paul Burns shows how this can be achieved by building an organizational architecture – leadership, culture, structure and strategies – that encourages creativity, innovation and entrepreneurship. He synthesizes research from a number of business disciplines and draws on numerous corporate examples.

New to this edition:

- Sections on corporate governance, ethics, sustainability and corporate social responsibility
- Greater emphasis on improving shareholder value through risk management and the generation of strategic

options, rather than just improving profitability

- Expanded coverage of the management of disruptive innovation and market paradigm change, as well as incremental innovation
- Coverage of the financial crisis and recession, and their implications for entrepreneurship
- Fully updated case studies and new learning resources

Corporate Entrepreneurship is an essential text for all students of Entrepreneurship and Intrapreneurship, Strategy, Innovation and Leadership.

Visit www.palgrave.com/business/burns for extensive student and lecturer resources including case studies and questions, an individual and a corporate entrepreneurship test, video commentaries and useful web links.

Users Review

From reader reviews:

Stevie Mozingo:

Book is usually written, printed, or highlighted for everything. You can learn everything you want by a book. Book has a different type. We all know that that book is important issue to bring us around the world. Beside that you can your reading ability was fluently. A e-book Corporate Entrepreneurship: Innovation and Strategy in Large Organizations will make you to possibly be smarter. You can feel considerably more confidence if you can know about almost everything. But some of you think in which open or reading some sort of book make you bored. It is far from make you fun. Why they could be thought like that? Have you trying to find best book or suited book with you?

Larry Young:

Playing with family in a very park, coming to see the marine world or hanging out with friends is thing that usually you could have done when you have spare time, then why you don't try point that really opposite from that. One activity that make you not sensation tired but still relaxing, trilling like on roller coaster you have been ride on and with addition associated with. Even you love Corporate Entrepreneurship: Innovation and Strategy in Large Organizations, you could enjoy both. It is excellent combination right, you still desire to miss it? What kind of hang type is it? Oh seriously its mind hangout people. What? Still don't obtain it, oh come on its named reading friends.

Walter Pressley:

Do you one of the book lovers? If yes, do you ever feeling doubt while you are in the book store? Try and pick one book that you find out the inside because don't judge book by its cover may doesn't work the following is difficult job because you are afraid that the inside maybe not since fantastic as in the outside appearance likes. Maybe you answer may be Corporate Entrepreneurship: Innovation and Strategy in Large Organizations why because the fantastic cover that make you consider regarding the content will not disappoint anyone. The inside or content is fantastic as the outside as well as cover. Your reading sixth sense will directly show you to pick up this book.

Kenneth Matson:

This Corporate Entrepreneurship: Innovation and Strategy in Large Organizations is great book for you because the content and that is full of information for you who have always deal with world and have to make decision every minute. This particular book reveal it facts accurately using great coordinate word or we can claim no rambling sentences inside. So if you are read the idea hurriedly you can have whole info in it. Doesn't mean it only will give you straight forward sentences but hard core information with wonderful delivering sentences. Having Corporate Entrepreneurship: Innovation and Strategy in Large Organizations in your hand like keeping the world in your arm, info in it is not ridiculous 1. We can say that no book that offer you world throughout ten or fifteen moment right but this guide already do that. So , this can be good reading book. Hey there Mr. and Mrs. stressful do you still doubt this?

**Download and Read Online Corporate Entrepreneurship:
Innovation and Strategy in Large Organizations By Paul Burns
#V2FWHNB8Z47**

Read Corporate Entrepreneurship: Innovation and Strategy in Large Organizations By Paul Burns for online ebook

Corporate Entrepreneurship: Innovation and Strategy in Large Organizations By Paul Burns Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Corporate Entrepreneurship: Innovation and Strategy in Large Organizations By Paul Burns books to read online.

Online Corporate Entrepreneurship: Innovation and Strategy in Large Organizations By Paul Burns ebook PDF download

Corporate Entrepreneurship: Innovation and Strategy in Large Organizations By Paul Burns Doc

Corporate Entrepreneurship: Innovation and Strategy in Large Organizations By Paul Burns Mobipocket

Corporate Entrepreneurship: Innovation and Strategy in Large Organizations By Paul Burns EPub