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	Autore	Mazzarol Tim
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Nota di contenuto

Chapter 1: Entrepreneurship as a social and economic process -- Chapter 2: The Entrepreneur -- Chapter 3: The entrepreneurial process -- Chapter 4: Intrapreneurship -- Chapter 5: Innovation in small firms -- Chapter 6: Adoption and diffusion of innovation -- Chapter 7: Planning, business models and strategy -- Chapter 8: Team building, company leadership and strategic alliances -- Chapter 9: Financing the venture -- Chapter 10: Intellectual property management -- Chapter 11: Risk management and innovation -- Chapter 12: Disruptive innovations and the commercialisation of technology -- Chapter 13: Social entrepreneurship and cooperative enterprise.

Sommario/riassunto

This book provides an overview of the theory, practice and context of entrepreneurship and innovation at both the industry and firm level. It provides a foundation of ideas and understandings designed to shape the reader's thinking and behaviour to better appreciate the role of innovation and entrepreneurship in modern economies, and to recognise their own abilities in this regard. The book is aimed at students studying advanced levels of entrepreneurship, innovation and related fields as well as practitioners (for example, managers, business owners). As entrepreneurship and innovation are largely indivisible elements and cannot be adequately understood if studied separately, the book provides the reader with an overview of these elements and how they combine to create new value in the market. This edition is updated with recent international research, including research and examples from Europe, the US, and the Asia-Pacific region.
