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Descrizione fisica	1 online resource (123 pages)
Collana	Classroom Companion: Business, , 2662-2874
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Soggetti	Entrepreneurship New business enterprises Strategic planning Leadership Management Technological innovations Industrial organization Industries Business Strategy and Leadership Innovation and Technology Management Organization
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. The role of entrepreneurship in society -- 2. Corporate entrepreneurship -- 3. Social forms of entrepreneurship -- 4. Stakeholders in entrepreneurial business ventures -- 5. Entrepreneurial marketing -- 6. Sustainability initiatives in entrepreneurship -- 7. Entrepreneurial leadership -- 8. Analysing innovation -- 9. Creativity and ideation -- 10. Entrepreneurial ecosystems.
Sommario/riassunto	This book explores that in order to survive in the current dynamic and changing business environment, individuals need to analyse and ideate. This book provides analysis on this process involving investigating how and why changes take place and what they mean for society. This book takes into account altering environmental conditions that influence

business strategy. Further, to do a proper analysis takes time and skill thus it is important to know what resources and expertise is required. This book shows that the ideation process involves more creativity in terms of thinking outside the box. This involves new thought processes about emerging technological change that will influence business directions. This book states that ideation is a process that requires some degree of flexibility as market circumstances mean constant innovation is required.
