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Nota di contenuto	Cover -- Title Page -- Copyright -- Contents -- Preface -- Acknowledgements -- How to Use This Book -- Part I: Entrepreneurial Goals and Context -- Chapter 1: The Innovation Imperative -- Innovation Matters -- Innovation and Entrepreneurship -- Innovation Isn't Easy! -- Managing Innovation and Entrepreneurship -- Dimensions of Innovation: What Can We Change? -- From Incremental to Radical Innovation... -- ...to Components and Systems -- A Process Model for Innovation and Entrepreneurship -- Recognizing the Opportunity -- Finding the Resources -- Developing the Idea -- Capture Value -- The Context of Success -- How Can We Make Change Happen? -- Configuring the Innovation Process: Building Capability -- What, Why and When: The Challenge of Innovation Strategy -- Creating an Innovation Strategy -- Beyond the Steady State: The Challenge of Discontinuous Change and the Need for Dynamic Capability -- Chapter Summary -- Key Terms Defined -- Discussion Questions -- Further Reading and Resources -- References -- Chapter 2: Social Innovation -- What Is 'Social Innovation'? -- Different Players -- Individual Start-ups... -- Not Just Passionate Individuals -- Public Sector Innovation -- Innovation in the 'Third Sector' -- Supporting and Enabling Social Innovation -- Motivation: Why Do It? -- Why Organizations Do It -- Enabling Social Innovation -- The Challenges of Social

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Sommario/riassunto

Innovation and Entrepreneurship 3rd Edition is an accessible text on innovation and entrepreneurship aimed specifically at undergraduate students studying business and management studies, but also those on engineering and science degrees with management courses. The text applies key theories and research on innovation and entrepreneurship and then reviews and synthesises those theories and research to apply them in a much broader and contemporary context, including the corporate and public services, emerging technologies and economies, and sustainability and development and creating and capturing value from innovation and entrepreneurship. In this third edition the authors continue to adopt an explicit process model to help organise the material with clear links between innovation and entrepreneurship. This text has been designed to be fully integrated with the Innovation Portal at www.innovation-portal.info, which contains an extensive collection of additional resources for both lecturers and students, including teaching resources, case studies, media clips, innovation tools, seminar and assessment activities and test questions.
