

1. Record Nr.	UNINA9910795834403321
Autore	Bessant John
Titolo	Innovation and Entrepreneurship
Pubbl/distr/stampa	New York : , : Wiley Textbooks, , 2015 ©2015
ISBN	9781119089438 9781118993095
Edizione	[3rd ed.]
Descrizione fisica	1 online resource (545 pages)
Altri autori (Persone)	TiddJoe
Disciplina	658.421
Soggetti	Entrepreneurship Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
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

Entrepreneurship -- Chapter Summary -- Key Terms Defined -- Discussion Questions -- Further Reading and Resources -- References -- Chapter 3: Innovation, Globalization and Development -- Globalization of Innovation -- Learning from Foreign Systems of Innovation -- National Systems of Innovation -- Incentives and Pressures: National Demand and Competitive Rivalry -- Building Capabilities and Creating Value -- Building BRICs: The Rise of New Players on the Innovation Stage. Innovation for Development -- Chapter Summary -- Key Terms Defined -- Discussion Questions -- Further Reading and Resources -- References -- Chapter 4: Sustainability-led Innovation -- The Challenge of Sustainability-led Innovation -- The Threat... -- ...and the Opportunity -- We've Seen This Before -- Sustainability-led Innovation -- A Framework Model for Sustainability-led Innovation -- Managing the Innovation Process for Sustainability -- Responsible Innovation -- Chapter Summary -- Key Terms Defined -- Discussion Questions -- Further Reading and Resources -- References -- Part II: Recognizing the Opportunity -- Chapter 5: Entrepreneurial Creativity -- Introduction -- What Is Creativity? -- Associations -- Incremental and Radical -- Divergent and Convergent Thinking -- Left and Right Brain Thinking -- Pattern Recognition -- Individual and Group Creativity -- Creativity in Practice -- Creativity as a Process -- (Why, When and Where) Does Creativity Matter? -- Who Is Creative? -- How to Enable Creativity -- Developing Thinking Skills -- Developing Personal Skills -- Developing Group-Level Creativity -- Developing the Environment -- Putting It All Together: Developing Entrepreneurial Creativity -- Chapter Summary -- Key Terms Defined -- Discussion Questions -- Further Reading and Resources -- References -- Chapter 6: Sources of Innovation -- Introduction -- Knowledge Push -- Need Pull... -- Making Processes Better -- Whose Needs? Working at the Edge -- Emerging New Markets at 'the Base of the Pyramid' -- Crisis-driven Innovation -- Towards Mass Customization -- Users as Innovators -- Extreme Users -- Using the Crowd -- Prototyping -- Watching Others - and Learning from Them -- Recombinant Innovation -- Regulation -- Futures and Forecasting -- Design-driven Innovation -- Accidents -- Chapter Summary -- Key Terms Defined -- Discussion Questions. Further Reading and Resources -- References -- Chapter 7: Search Strategies for Innovation -- Making Sense of the Sources -- What? -- Push or Pull Innovation? -- Incremental/Radical? -- Exploit or Explore? -- When? -- Adoption and Diffusion -- Where? The Innovation Treasure Hunt -- Established Frame/New Frame -- A Map of Innovation Search Space -- How? -- Search Strategies for Zone 1: 'Exploit' -- Search Strategies for Zone 2: 'Explore' -- Search Strategies for Zone 3: 'Reframing' -- Search Strategies for Zone 4: 'Co-evolution' -- An Overview of Search Strategies -- Who? -- Open Innovation -- Enabling Open Innovation -- Learning to Search -- Chapter Summary -- Key Terms Defined -- Discussion Questions -- Further Reading and Resources -- References -- Part III: Finding the Resources -- Chapter 8: Building the Case -- Developing the Business Plan -- Forecasting Innovation -- Customer or Market Surveys -- Internal Analysis (e.g. Brainstorming) -- External Assessment, e.g. Delphi -- Scenario Development -- Assessing Risk and Recognizing Uncertainty -- Risk as Probability -- Perceptions of Risk -- Anticipating the Resources -- Financial Assessment of Projects -- Chapter Summary -- Key Terms Defined -- Discussion Questions -- Further Reading and Resources -- References -- Chapter 9: Leadership and Teams -- Individual Characteristics -- Entrepreneurial Disposition -- Innovation Leadership -- Entrepreneurial Teams -- Context and Climate -- Trust and

Openness -- Challenge and Involvement -- Support and Space for Innovation -- Conflict and Debate -- Risk Taking -- Freedom -- Chapter Summary -- Key Terms Defined -- Discussion Questions -- Further Reading and Resources -- References -- Chapter 10: Exploiting Networks -- No Man Is an Island... -- The Spaghetti Model of Innovation -- Types of Innovation Networks -- Entrepreneurs' Networks.

Internal Cross-boundary and Communities of Practice -- Clusters and 'Collective Efficiency' in Innovation -- Supply Chain and Improvement Networks -- Breakthrough Technology Collaborations -- Learning Networks -- Recombinant Innovation Networks -- Managed Open Innovation Networks -- Mobilizing User Networks -- Networks as Purposeful Constructions -- Chapter Summary -- Key Terms Defined -- Discussion Questions -- Further Reading and Resources -- References -- Part IV: Developing the Venture -- Chapter 11: Developing New Products and Services -- The New Product/Service Development Process -- Concept Generation -- Project Selection -- Product Development -- Product Commercialization and Review -- Success Factors -- Service Development -- Tools to Support New Product Development -- Concept Generation -- Project Selection -- Product Development -- Diffusion: Promoting the Adoption of Innovations -- Factors Influencing Adoption -- Chapter Summary -- Key Terms Defined -- Discussion Questions -- Further Reading and Resources -- References -- Chapter 12: Creating New Ventures -- Types of New Venture -- Technology Entrepreneurs -- Context for Entrepreneurship -- Role of University Incubators -- Process and Stages for Creating a New Venture -- Assessing the Opportunity -- Developing the Business Plan -- New Venture Structure -- Acquiring the Resources and Funding -- Venture Capital -- Business Angels -- Government Funding -- Crowdfunding -- Chapter Summary -- Key Terms Defined -- Discussion Questions -- Further Reading and Resources -- References -- Chapter 13: Developing Businesses and Talent through Corporate Venturing -- Internal Venturing and Entrepreneurship -- Why Do It? -- To Grow the Business -- To Exploit Underutilized Resources in New Ways -- To Introduce Pressure on Internal Suppliers -- To Divest Non-core Activities -- To Satisfy Managers' Ambitions.

To Spread the Risk and Cost of Product Development -- To Combat Cyclical Demands of Mainstream Activities -- To Learn about the Process of Venturing -- To Diversify the Business -- To Develop New Competencies -- Managing Corporate Ventures -- Definition Stages -- Development Stages -- Direct Integration -- Integrated Business Teams -- New Ventures Department -- New Ventures Division -- Special Business Units -- Independent Business Units -- Nurtured Divestment -- Complete Spin-off -- Strategic Impact of Ventures -- Chapter Summary -- Key Terms Defined -- Discussion Questions -- Further Reading and Resources -- References -- Chapter 14: Growing the Enterprise -- Factors Influencing Success -- Funding -- Growth and Performance of New Ventures -- Chapter Summary -- Key Terms Defined -- Discussion Questions -- Further Reading and Resources -- References -- Part V: Creating Value -- Chapter 15: Exploiting Knowledge and Intellectual Property -- Innovation and Knowledge -- Generating and Acquiring Knowledge -- Identifying and Codifying Knowledge -- Storing and Retrieving Knowledge -- Sharing and Distributing Knowledge -- Exploiting Intellectual Property -- Patents -- Copyright -- Design Rights -- Licensing IPR -- Chapter Summary -- Key Terms Defined -- Discussion Questions -- Further Reading and Resources -- References -- Chapter 16: Business Models and

Capturing Value -- What's a Business Model? -- Why Use Business Models? -- What's in a Business Model? -- Business Model Innovation -- Generic and Specific Business Models -- Building a Business Model -- Value Proposition -- Target Market -- Creating and Delivering -- Value Capture -- Cost Structure -- Sustainability -- Chapter Summary -- Key Terms Defined -- Discussion Questions -- Further Reading and Resources -- References -- Chapter 17: Learning to Manage Innovation and Entrepreneurship -- Introduction.  
Making Innovation Happen.

---

### 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](http://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.

---