

1. Record Nr.	UNINA9910821889703321
Autore	Salama Alzira
Titolo	Creating and re-creating corporate entrepreneurial culture [[electronic resource] /] / Alzira Salama
Pubbl/distr/stampa	Burlington, Vt., : Gower Pub., 2011
ISBN	1-317-15862-8 1-315-57457-8 1-317-15861-X 1-283-01504-8 9786613015044 0-566-09195-X
Descrizione fisica	1 online resource (202 p.)
Disciplina	658.4/063
Soggetti	Corporate culture Organizational change
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Entrepreneurial behaviour : an overview -- Unleashing entrepreneurial behaviour -- Culture and behaviour : what are the links? -- Biography of organisations and culture transformation -- Biography of organisations : a key for a transformation process -- Organisational culture transformation : cross-case analysis -- From bureaucracy and inertia to entrepreneurship : organic growth -- Causes of inertia and integrative model for culture evolution and transformation -- British airways story -- British nuclear fuels story -- Jaguar cars story -- British airports authority story -- Xerox do Brazil story -- Creating entrepreneurial synergies through cross-border acquisitions -- Corporate entrepreneurship and acquisitions : an introduction and integration process model -- The role of acculturation process : Ford-Volvo; Deutsche Bank- Bankers Trust; British Petroleum- AMOCO -- Integration strategies and entrepreneurial synergies : Electrolux-Zanussi and Elctrolux- Diamond- board -- The future of corporate entrepreneurship.
Sommario/riassunto	In Creating and Re-Creating Corporate Entrepreneurial Culture, Alzira

Salama takes the view that entrepreneurship is all too often only considered in the context of new venture creation, small business issues and the profiles and personalities of individual entrepreneurs. The emphasis in her enlightening book is very much on the 'corporate' of its title. Dr Salama focuses on the creation and maintenance of an entrepreneurial management culture that accelerates growth and enhances competitiveness in large organizations.

---