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Nota di contenuto	From Innovation to Entrepreneurship — A Process oriented Framework -- Pull vs. Push — Strategic Technology And Innovation Management For A Successful Integration Of Market Pull And Technology Push Activities -- Innovation Management in Emerging Technology Ventures — The Concept of an Integrated Idea Management -- Gender-Related Differences of Founding Intentions: The Role of The Micro-Social Environment, Education And Perceptions of Fostering And Inhibiting Factors -- Pioneer vs. Follower: The Time-To-Market Dilemma — Results From An Empirical Study -- Serial Entrepreneurs In The Business Foundation Process — Insights From A Case-Driven Explorative Study.
Sommario/riassunto	It is commonly accepted that innovation and entrepreneurship are essential ingredients for a company's long-term success. However, both fields have been treated within different scientific disciplines for many years. Alexander Brem presents a comprehensive overview of the theoretical background and recent models in the context of innovation and entrepreneurship. Based on a process-oriented innovation-entrepreneurship framework, the author investigates the integration of market pull and technology push activities in the innovation process. He introduces a model of innovation management in emerging technology ventures, researches gender-related differences in founding intentions, and discusses the time-to-market dilemma as well as the

role of serial entrepreneurs in the business foundation process. Thus, the complete cycle from the early phases of innovation to serial entrepreneurship is covered.

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