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Autore	Ratten Vanessa
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Nota di contenuto	Entrepreneurial Business Planning: An Overview -- Digital Social Entrepreneurship and Service Innovation -- Innovation and Entrepreneurial Ecosystems -- Artificial Intelligence and Entrepreneurial Business Planning -- Resilience, Risk and Uncertainty in Entrepreneurial Business Ventures -- Marketing -- Entrepreneurial Leadership -- Corporate Social Responsibility and Sustainable Entrepreneurship.
Sommario/riassunto	In today's competitive marketplace, businesses must be entrepreneurial to succeed. This book argues that entrepreneurship allows businesses to adapt to changing economic conditions and societal needs. It focuses on entrepreneurial business venturing as a means of understanding how businesses innovate, take risks, and think futuristically. The text emphasizes the importance of understanding digitalization trends in these ventures to grasp digital innovation trends

better. The book explores why an entrepreneurial perspective is crucial in business, explaining the role of the knowledge economy in society and the need for businesses to prioritize digital technology. It examines how the nature of work has evolved due to the COVID-19 pandemic, including the rise of flexible work arrangements and remote work, with case studies from international companies. Furthermore, the book argues that digital forms of entrepreneurship are increasingly important in responding to crises and international developments. It highlights the need for scenario and forecast planning in developing new products and services to meet evolving customer needs. The book also provides examples of business model innovation, which underscores the importance for businesses to emphasize entrepreneurship not only in product development but also in their interactions with society. It discusses how businesses can achieve this through an entrepreneurial health audit, which focuses on entrepreneurial intensity, frequency, and ideas for start-ups and spinoffs. By examining examples and suggestions included in the book, businesses can learn about the role of entrepreneurial learning and failure in creating an entrepreneurial culture.
