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*Robert Hisrich, Claudine Kearney*

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# Corporate Entrepreneurship



*How to Create a Thriving  
Entrepreneurial Spirit  
Throughout Your Company*

**ROBERT D. HISRICH**

Professor of Global Entrepreneurship and Director of the  
Walker Center for Global Entrepreneurship at Thunderbird

**AND CLAUDINE KEARNEY**

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Beat the competition with INTERNAL INNOVATION If 3Mrsquo;s corporate leadership hadnrsquo;t given researcher Art Fry a creative outlet, the world would never have seen the Post-it Note . . . Corporate entrepreneurs, intrapreneurs, mavericks. No matter what name they go by, these innovators are the pioneering forces within an organization who spark new enterprises, products, services, and processes to combat increased global competition. Corporate Entrepreneurship shows you how to develop and grow your organization by designing the culture, structure, strategies, and policies that encourage and support internal entrepreneurial ventures. Bestselling author and world-renowned entrepreneur Robert Hisrich teams up with global management expert Claudine Kearney to provide action plans, techniques, and insights for establishing an organizational culture that allows intrapreneurs to develop the entrepreneurial ventures that will secure value and generate new growth in your company. Every day, globalization and technological advancements continue to put more of your competitors within reach of your customers. In order for your company to stay attractive and thrive, you need the proven tools and tactics in this book to: Identify, evaluate, and fund venture opportunities Recognize bright corporate entrepreneurs and create their compensation plans Create business plans that avoid failure, optimize success, and develop and sustain corporate venturing Manage the internal politics of venturing Effectively implement corporate venturing into your organization Hisrich uses illustrative examples from his experience consulting for such global companies as 3M, Alcoa, Westinghouse, Citi, and many others. Through informative, well-researched case studies, he demonstrates how his concepts help companies prosper over the long run, gain market share, and stay on the cutting edge of their potential. If your employees arenrsquo;t innovating, your company is losing its competitive edge. Use Corporate Entrepreneurship to give your mavericks what they need to keep your company on topmdash;all over the world.

About the AuthorRobert D. Hisrich, Ph.D., is the Garvin Professor of Global Entrepreneurship and director of the Walker Center for Global Entrepreneurship at Thunderbird School of Global Management. He has authored or coauthored 26 books and more than 350 articles on entrepreneurship. Claudine Kearney, Ph.D., is a visiting researcher in entrepreneurship at Thunderbird School of Global Management. She has extensive lecturing and research experience and has published numerous articles and book chapters on aspects of entrepreneurship, corporate entrepreneurship, and public-sector entrepreneurship.