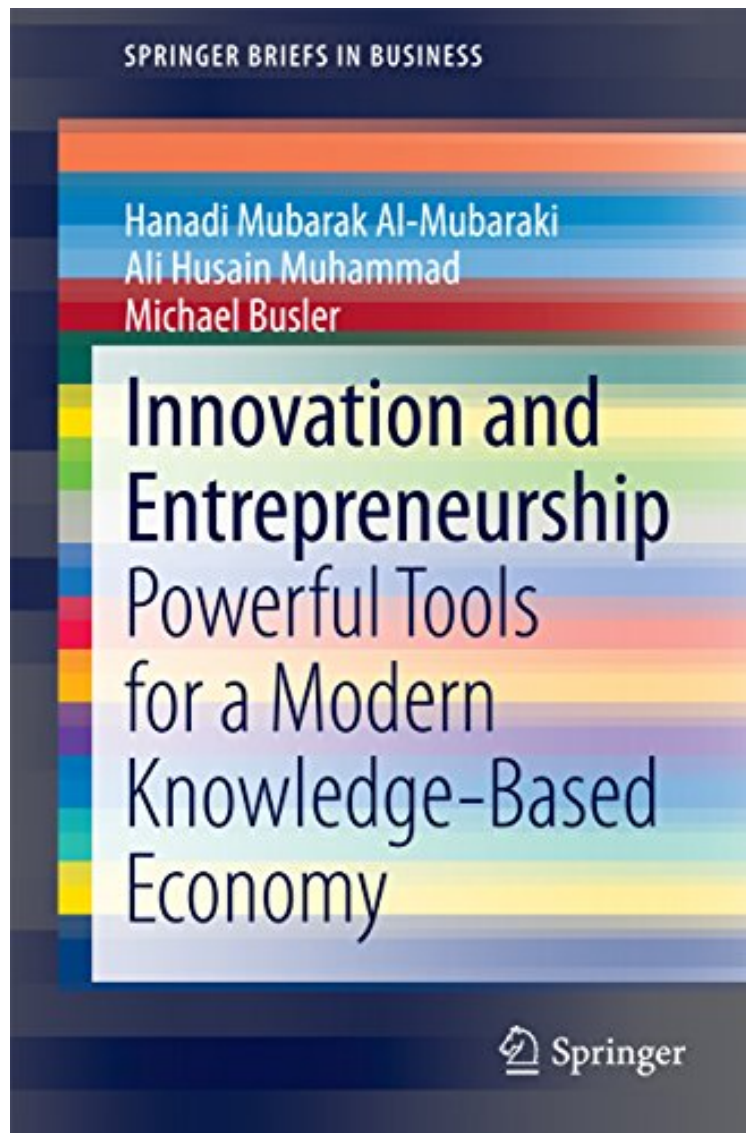


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Innovation and Entrepreneurship: Powerful Tools for a Modern Knowledge-Based Economy (SpringerBriefs in Business)

*Hanadi Mubarak Al-Mubarak, Ali Husain Muhammad, Michael Busler
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In this book, Hanadi Mubarak, Ali Husain and Michael promote the concept of innovation incubators from a business-management perspective. The book provides a comprehensive roadmap for the development of new economies based on technology, as well as value added in technology transfer, innovation development and an entrepreneurial climate. Many books on innovation and entrepreneurship take a theoretical approach, presenting a selection of examples that may not reflect reality. However, this compendium of innovation and entrepreneurship case studies is based on the practical experience of executives and managers regarding the undertaking of projects within their industry and company. It is this practical approach, emphasizing enterprise-wide projects as a consequence of the current economic reality that differentiates this book from conventional texts on innovation and entrepreneurship. This investigation uses successful international case studies based on models in developed and developing countries. It argues that innovation incubators must be adopted by Arab countries to support diversification of their economies, the commercialization of new technologies, job creation and foster an entrepreneurial climate. The book presents research and case studies, which provide new insights into practices for undertaking projects that both executive and project managers will find interesting and useful for the advancement of their enterprises, particularly in the area of innovation and entrepreneurship.

About the Author In this book, Hanadi Mubarak, Ali Husain and Michael promote the concept of the Innovation and Incubators in view of business management. Many books on Innovation and Entrepreneurship take a theoretical approach with a mixture of examples that may not reflect reality. However, this compendium of Innovation and Entrepreneurship case studies is based on the practical experiences of executives and managers regarding the undertaking of projects within their industry and enterprises. It is this practical basis, emphasizing enterprise-wide projects as a consequence of the current economic reality, which differentiates this book from conventional texts on Innovation and Entrepreneurship. This investigation uses successful international case studies based on models in developed and developing countries. This book argues that Innovation incubators must be adapted by Arab countries to support diversifying their economies, the commercialization of new technologies, job creation and foster entrepreneurship climate. The book, through the presented research and case studies, provides new insights into practices for undertaking projects that both executive management and project management practitioners will find interesting and useful for the advancement of their enterprises, particularly, the Innovation and Entrepreneurship. The book provides a comprehensive roadmap for the development of new economies based on technology, as well as value added in technology transfer, innovation development and an entrepreneurial climate.