

Innovation and Entrepreneurship

John Bessant, Joe Tidd

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John Bessant, Joe Tidd : Innovation and Entrepreneurship before purchasing it in order to gage whether or not it would be worth my time, and all praised Innovation and Entrepreneurship:

0 of 0 people found the following review helpful. Disorganized, unclear, and unhelpful. Not useful for instruction. By Jeffrey Khalil This was a poorly written textbook, and I would not recommend it for any class. The authors wrote in run-on sentences, often interjecting multiple thoughts throughout a sentence. For example: "At the other extreme, corporate-level laboratories are less important in sectors such as aircraft and automobiles that are based on more complex products and production systems, where the benefits of basic advances are more indirect (e.g. the use of simulation technologies), and the critical interface is between RD and design, on the one hand, and production, on the other." (p. 87). Some chapters seemed to have much more of this than others, which makes me think that the authors took turns writing different chapters. Chapter 3 was especially bad. On a number of occasions the text describes a few topics that it will cover, but doesn't cover them. For example, chapter 7 begins by talking about the importance of having marketing and sales plans in the business plan. But when it gets around to describing the different parts of the business plan, it completely ignores these topics. Similarly, on page 310, the text lists three

factors that influence adoption (characteristics of the innovation, the organization, and the environment), but only covers one of them. This was a frequent problem throughout the text. The text also gives an unbalanced weight to certain topics. For example, Chapter 9, under the Product Development subcategory (page 395), it lists four methods: design for manufacture, rapid prototyping, computer-aid techniques, and quality function deployment (QFD). The first three types get one paragraph each, while the last type gets the next three pages. What's ironic is that it states that QFD is "not always useful: Only a quarter of projects have resulted in any quantifiable benefit" (p. 397), "recognition of the practical problems of implementing QFD" (p. 397), and "the relatively low use and usefulness rating of Quality Function Deployment (QFD) is surprising" (p. 398). This was a frequent problem throughout the text. Chapter 10 was almost entirely a repeat of previous information. It is supposed to be about creating new ventures, but that is what the whole textbook is about. So it simply repeats what has already been covered. For example, page 417 is an almost word-for-word repeat of page 163 about technological entrepreneurs. Page 443 does the same thing for developing the business plan. Ironically, it doesn't follow the five stages of entrepreneurship. It gets through the first three phases (understanding the context, p. 419, assessing the opportunity, p. 431, gathering resources, p. 434), but rather than moving on to the fourth phase, it talks about the exit strategy (p. 442). This chapter is redundant and should have been left out. The text is sometimes off topic. For example, chapter 12 is supposed to talk about how to create value from the venture, but spends time repeating information about the average age of entrepreneurs (p. 520), which was discussed at the beginning of the book. This happens a number of times throughout the text. I often found myself wondering what the current information had to do with the topic at hand. Finally, the way the authors categorize information is not very helpful. The five phases of entrepreneurship sound good on the surface, but they do a poor job of explaining them. Similarly, the three-phase methodology to identify core competencies (p. 145) sounded good in theory, but was difficult to apply in a real business setting for our week 4 assignment. While the textbook is very dense, it is hard to follow and very disorganized. The authors say lots of things, reference many theories and studies, but don't provide much useful instruction. I would highly recommend finding a different textbook for your class.

0 of 0 people found the following review helpful. Not recommended as a textbook

By woodland113 If I could give this book zero stars, I would. If I were British, I probably could value this book higher than now, because the entire book is written in British English. There is nothing wrong about it, but it is very difficult for someone like me that English is my second language. I grew up in the U.S. and had no problems with any textbooks. I always admire how easy and structured US written textbooks are. This textbook is the most confusing one I have ever read and the content is not very relevant to today's world (especially in the US). I can't understand why someone has to write things in a manner to make things so complicated. An analogy would be, why would you ask someone to rest their "behind" on a chair when you can ask someone to sit down? Innovation and entrepreneurship is already a difficult subject to understand, not to mention making it a lot more complex by using indirect writing style. Sorry, but I would not recommend it as a textbook at all.

0 of 0 people found the following review helpful. It feels like they had a good 24 page booklet on innovation ...

By helene I had to buy this book for school and it is absolutely dreadful. It feels like they had a good 24 page booklet on innovation and entrepreneurship and then decided to make a textbook by just repeating the same points over again. The book has chapter summaries at least which are helpful and probably the only part you will actually be able to read with out falling asleep or wondering what you're doing with your life. 10/10 will throw it out after class is over.

Developed specifically for undergraduate students, Innovation and Entrepreneurship is an accessible, introductory text written primarily for those studying business and management but also engineering and science degrees with management courses. The book features contemporary applications such as services (public and private), innovation for sustainability, social entrepreneurship, innovation for development, and creating and capturing value from innovation and entrepreneurship. In this second edition, the authors develop an explicit process model of entrepreneurship with clearer links between innovation and entrepreneurship. The second edition also features an extensive collection of web-based materials, including: tools to support innovation and entrepreneurship, audio and video cases, solutions manual, testbank, additional case studies and image archive. An accompanying website is available at: www.iande.info

From the Back Cover Developed for courses at both undergraduate and postgraduate level Innovation and Entrepreneurship is an accessible introductory text written primarily for students of business and management studies. The book is also suitable for engineering students studying courses in business and management. Contemporary issues in both innovation and entrepreneurship are used to engage and excite students, and lead them to the relevant theory, models and lessons. The authors have created a new text which includes: Fully integrated contemporary themes in innovation, such as sustainability, social entrepreneurship and creating new ventures. A focus on the role of individual entrepreneurship and organizational innovation in private and public services. Contemporary cases from areas including new media, computer gaming, internet services, and public and social innovation cases. Innovation and Entrepreneurship is positioned well for the undergraduate level and also draws in new key areas such as innovation

systems and socio-technical aspects of innovation. Students can be shown that innovation is not just about technology development. The provision of integrated modern examples for illustrative and case study use is also helpful." mdash;Dr Paul Harborne, Senior Research Fellow, Cass Business School, UK ldquo;An excellent primer in entrepreneurial innovation. From principles to application, this book aggregates best practices for practical application; building a solid foundation from their own vast expertise, Bessant and Tidd educate the reader with action oriented, practical approaches to bringing innovation and entrepreneurship together in the real world.rdquo; mdash;Charlie Nagelschmidt, Associate Professor, Business Graduate Faculty, Champlain College, USA "This book is very well balanced, with chapters on both manufacturing and service sectors. The chapters on sustainability and economic development are timely. Most books on innovation are excessively concerned with the 'how' of innovation. There is always a need to provoke thought on the 'why?' - what economic, social and environmental goals does innovation serve?" mdash;Ken Green, Professor of Environmental Innovation Management, Manchester Business School, UK ldquo;The inclusion of chapters on entrepreneurship and individual innovation fills an important gap in the market for undergraduate textbooks that combine theories of innovation management. It also differentiates from other textbooks by adding contemporary issues on innovation as sustainability and a greater focus on service innovation.rdquo; mdash;Dr Dolores Anon Higon, Lecturer in Economics, Aston Business School UK www.wileyurope.com/college/bessant Fully integrated with further resources that can be found on a companion website, Innovation and Entrepreneurship is also supported by a complete online course in WileyPLUS, which includes an enhanced electronic version of the text and numerous assignments and case studies with online marking and feedback.About the AuthorJohn Bessant is Professor and Chair in Innovation Management at Tanaka Business School, Imperial College, London. He also holds a Fellowship of the Advanced Institute for Management Research. Joe Tidd is Professor of Technology and Innovation Management and Director of Studies at SPRU (Science and Technology Policy Research) University of Sussex. Joe Tidd and John Bessant are also authors of *Managing Innovation: Integrating Technological, Market and Organizational Change*, published by John Wiley Sons, Ltd.