



Grow from Within: Mastering Corporate Entrepreneurship and Innovation

By Robert Wolcott, Michael J. Lippitz

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Grow from Within: Mastering Corporate Entrepreneurship and Innovation, Robert Wolcott, Michael J. Lippitz, Create Business and Generate Profits in New Markets through Innovation! "The best account I have read about how companies can enable and support internal entrepreneurs to achieve innovation-led growth." Philip Kotler, S.C. Johnson & Son Professor of International Marketing, Kellogg School of Management "An essential resource for both private and public sector leaders seeking to align new business creation with an organization's mission and strategy .and achieve results." William J. Perry, former U.S. Secretary of Defense "Wolcott and Lippitz are not only insightful, they are spot on. This is exactly the book corporate leaders-from CEOs and functional executives to corporate entrepreneurial teams-need to help them navigate the exceptional challenges of organic growth and innovation." Betsy Holden, Senior Advisor, McKinsey & Company, and former Co-CEO, Kraft Foods, Inc. About the Book: IBM reports \$15 billion of annual new revenues from 22 Emerging Business Opportunities. In 2008, \$4 billion in revenues from companywide innovation efforts allowed Whirlpool to maintain its top line, despite global recession and the steep drop in housing markets. A DuPont business group leader, Ellen Kullman, backed an ambitious new business creation program and later became DuPont's...



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