



Entrepreneurship and Innovation: Global Insights from 24 Leaders: A Compilation of Insights and Best Practices from Leading Entrepreneurs and Innovato

By James C Barrood

Rothman Institute of Entrepreneurship. Paperback. Book Condition: New. Paperback. 184 pages. Dimensions: 7.8in. x 5.1in. x 1.0in. A compilation of insights from leading entrepreneurs and innovators. These pages are filled with intimate discussions from the people who redefine the business world every day a brilliant demonstration of Rothman Institute of Entrepreneurships dedication to the entrepreneurial and innovative spirit. Featured executives include for profit entrepreneurs, social entrepreneurs and corporate and nonprofit innovators. They include top leaders from Cisco, Merck, Campbell Soup, Avon, Schering-Plough, Ecko, Harvard Business School and the United Nations, among others. Book includes access to the videos of their lectures and interviews. Corporate innovators include: Andrea Jung, Avon - Innovation at Avon; Douglas Conant, Campbell Soup Company - Mission Driven Innovation; Fred Hassan, Warburg Pincus, Schering-Plough - Customer Focus: A Prescription for Driving Innovation; Mervyn Turner, Merck - Building Mercks Future through Open Innovation; Carlos Dominguez, Cisco - Leveraging Collaboration for Innovation; Charles Cascio, Educational Testing Service - The Evolution of an Innovative Business Unit; Peter Weedfald, Gen One Ventures, Circuit City - The Eight Golden Rules of Entrepreneurship; Entrepreneurs include: Seth Gerszberg. Marc Ecko Enterprises - How I Quit Treading Water

Reviews

Extensive information for book fans. It is written in basic words and never hard to understand. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Otis Wisoky**

This publication is great. It is full of wisdom and knowledge You will not really feel monotony at any time of the time (that's what catalogs are for relating to when you ask me).

-- **Dr. Everett Dicki DDS**