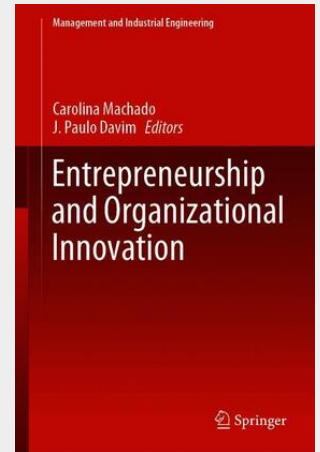


Entrepreneurship and Organizational Innovation

This book focuses on the process of designing a new business, known as entrepreneurship. It gives emphasis to the deep relationship between entrepreneurship and organizational innovation. This book provides a wide range of information and knowledge, namely: - on the different initiatives to be developed in order to promote an entrepreneurial culture; - on the different types and levels of innovation and organizational change to be implemented by organizations; - on the possible strategies to be developed with a view to fostering qualified entrepreneurship through a strong training component; - on the involvement of the different agents of innovation to equip the promoting entrepreneurial projects teams with scientific and technical knowledge in the different areas of intervention, such as marketing, finance, human resources management, the protection of intellectual property, techniques to persuade investors, etc. This book contributes not only to the transmission of knowledge and know-how in what concerns the techniques, procedures and strategies of entrepreneurial management, but also, and above all, to the construction of the behaviors, characteristics and entrepreneurial attitudes, leading to high levels of success in the business world.

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