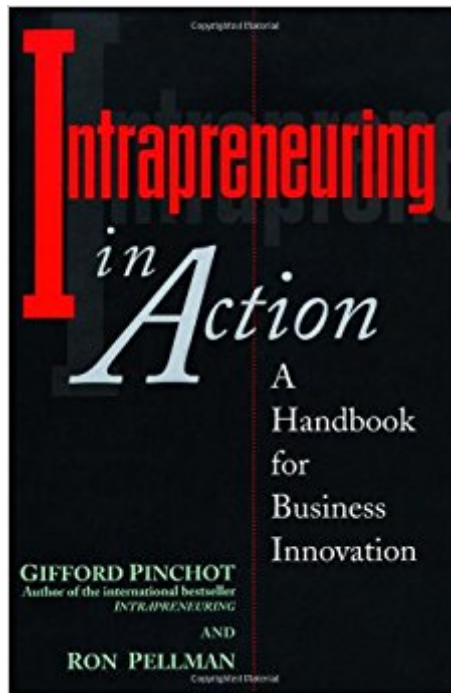


The book was found

Intrapreneuring In Action: A Handbook For Business Innovation



Synopsis

Based on the authors' experience helping companies launch over 400 new products and businesses, *Intrapreneuring in Practice* gives managers at all levels examples and instructions on how to identify people within their organizations who behave like entrepreneurs. It also explains how to avoid classic mistakes while creating a climate that encourages intrapreneurship and directs intrapreneurial energy toward company goals.

Book Information

Series: A Handbook for Business Innovation (Book 1)

Paperback: 176 pages

Publisher: Berrett-Koehler Publishers; First Edition edition (January 1, 2000)

Language: English

ISBN-10: 1576750612

ISBN-13: 978-1576750612

Product Dimensions: 6.1 x 0.5 x 9.1 inches

Shipping Weight: 9.9 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (6 customer reviews)

Best Sellers Rank: #536,453 in Books (See Top 100 in Books) #337 in [Books > Business & Money > Processes & Infrastructure > Structural Adjustment](#) #379 in [Books > Business & Money > Processes & Infrastructure > Organizational Change](#) #402 in [Books > Textbooks > Business & Finance > Entrepreneurship](#)

Customer Reviews

Anyone who claims innovation is easy is kidding himself. Commanding your employees to "be innovative!" is like shouting, "Quick - don't think about elephants!", and then wondering why their eyes glaze and minds go blank. More importantly, proponents frequently suppose that innovation begins and ends with creativity, thereby discounting the vast number of electrifying ideas that die unimplemented. Turning good ideas into corporate breakthroughs requires people committed to rolling up their sleeves and making the ideas work - the people eager to be the internal entrepreneurs. These "intrapreneurs" are the subject and stars of *Intrapreneuring in Action*, the sequel, distillation, and augmentation of the classic *Intrapreneuring*. Recognizing that those who dominate language dominate thought, Gifford Pinchot and Ron Pellman embrace their neologism with quiet fervor, offering a sequence of rules, guidelines, examples, and observations on what it takes for the intrapreneur to clear internal hurdles and "make innovation happen within established

organizations". Here the subtitle suits words to action: the volume is a true handbook, linking prescription to prescience when discussing such issues as the crucial role of sponsors, the design of "intraprise" workshops (a particularly strong chapter), and the opportunities to develop innovation within a structured process. The authors are also remarkably adept at offhand insights, ranging from "ask for resources before asking for advice" to "lower your status by lowering your height". If you've ever been intimidated by an overly tall boss who insists on delivering counsel from his personal mountaintop, then you'll recognize the truth in Pinchot and Pellman's advice.

[Download to continue reading...](#)

Intrapreneuring in Action: A Handbook for Business Innovation
How to Draw Action Figures: Book 2: More than 70 Sketches of Action Figures and Action Poses (Drawing Action Figures, Draw Action Figures Book, How Draw Action Poses, Draw Comic Figures)
Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1)
The Innovation Expedition: A Visual Toolkit to Start Innovation
The Life Science Innovation Roadmap: Bioscience Innovation Assessment, Planning, Strategy, Execution, and Implementation
What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services
Sustainable Innovation: Build Your Company's Capacity to Change the World (Innovation and Technology in the World E)
Motorcycles (21st Century Skills Innovation Library: Innovation in Transportation)
Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business)
BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - Do Good Well: Your Guide to Leadership, Action, and Social Innovation
Introduction to Theatre Arts Student Handbook: A 36-Week Action Handbook
The Action Bible Collector's Edition: God's Redemptive Story (Action Bible Series)
BMX Freestyle (Torque Books: Action Sports) (Torque: Action Sports)
Tennis in Action (Sports in Action)
Lacrosse in Action (Sports in Action (Paperback))
Lacrosse in Action (Sports in Action)
Badminton in Action (Sports in Action (Paperback))
The Action Bible Devotional: 52 Weeks of God-Inspired Adventure (Action Bible Series)
Price Action Breakdown: Exclusive Price Action Trading Approach to Financial Markets

[Dmca](#)