



Winning at Intrapreneurship: 12 Labors to Overcome Corporate Culture and Achieve Startup Success (Paperback)

By Guillaume Herve

G3point0 Consulting, United States, 2015. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Learn breakthrough concepts and access practical tools and methodologies that will ensure you turn your innovations into thriving new businesses or lines of business and that are instrumental in deploying any organic growth strategy and in creating a culture of innovation and corporate entrepreneurship. You've heard how established companies such as IBM, Virgin, Boeing, Google, Apple, 3M, McKinsey, and Dupont monetize innovations by successfully launching and scaling up new businesses. What separates these corporate entrepreneurs from the many that fail at intrapreneurship despite favorable market conditions? How can you ensure the profitable launch of your new business? The answers lie in understanding what happens inside the startup as it struggles to coexist with its parent company and fend off corporate interference long enough to succeed in the marketplace. Whether you have adopted the lean startup methodology, a staged-gate innovation process, agile software development methods, or other means of encouraging innovation and accelerating customer adoption, to succeed at intrapreneurship you must tackle the 12 labors identified in this book. In Winning at Intrapreneurship you will accompany the...



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