

The Boundaries Of Innovation And Entrepreneurship

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It is commonly accepted that innovation and entrepreneurship are essential ingredients for a company's long-term success. However, both fields have been treated within different scientific disciplines for many years. Alexander Brem presents a comprehensive overview of the theoretical background and recent models in the context of innovation and entrepreneurship. Based on a process-oriented innovation-entrepreneurship framework, the author investigates the integration of market pull and technology push activities in the innovation process. He introduces a model of innovation management in emerging technology ventures, researches gender-related differences in founding intentions, and discusses the time-to-market dilemma as well as the role of serial entrepreneurs in the business foundation process. Thus, the complete cycle from the early phases of innovation to serial entrepreneurship is covered. EAN/ISBN : 9783834996794 Publisher(s): Gabler Discussed keywords: Innovationsmanagement Format: ePub/PDF Author(s): Brem, Alexander

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