

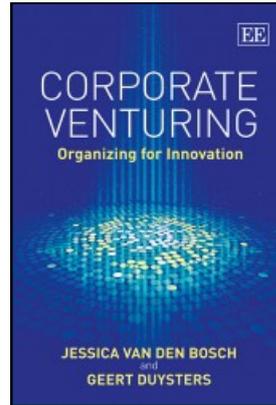


Corporate Venturing

Organizing for Innovation

Jessica van den Bosch and Geert Duysters, Tilburg Center of Entrepreneurship (TCE), Tilburg University, the Netherlands

Large organizations are seen to be struggling to keep up with today's fast changing market and technological developments. However, an increasing number of firms have started to engage in corporate venturing as a way to enhance their innovation process. This book fills the gap in management literature by providing a detailed account of best practices in the organization and management of such corporate ventures. The authors highlight eight main cases of organizations that employ corporate venturing within their firms. The cases are illustrative in showing how leading corporations organize their corporate venturing process and by highlighting the best practices that can be distilled from their experience.



'Corporate venturing is of great strategic importance in today's world of accelerated change in business and technology. In one of the best and most current books on the subject, Van den Bosch and Duysters guide readers through carefully-selected case studies that will enlighten the practitioner and academic alike.'

– Dana T. Redford, Portuguese Catholic University and President, Platform for Entrepreneurship Education in Portugal

'Before an innovation gets the green light in large corporations, it needs to be proved that the innovation will be successful: successful and lucrative. And that's exactly what you can't ever know in advance for a true innovation. Corporate Venturing: Organizing for Innovation shows how corporate oil tankers can take full advantage of innovative speedboats.'

– Danny Mekic, Entrepreneur

2014	160 pp	Hardback	9781783476596	£67.00	£60.30	\$105.00	\$94.50
2015	160 pp	Paperback	9781783477548	£25.00	£20.00	\$39.95	\$31.96
Elgaronline 9781783476602							

Edward Elgar Publishing Ltd. is registered in the UK at: The Lypiatts, 15 Lansdown Road, Cheltenham, Glos GL50 2JA. Registered number: 2041703

HOW TO ORDER

ONLINE

www.e-elgar.com

Get up to 20% discount when you order online

BY EMAIL

UK/ROW: sales@e-elgar.co.uk
N/S America: elgarsales@e-elgar.com

BY PHONE

UK/ROW: +44 (0) 1242 226934
N/S America: +1 413-584-5551

CONNECT WITH US

FIND US ON FACEBOOK

facebook.com/EdwardElgarPublishing

FOLLOW US ON TWITTER

For news, views and offers

@ElgarPublishing

READ OUR BLOG

For news, views and debate from our authors and readers.

<https://www.elgar.blog>

FOR MORE INFORMATION

UK/ROW: info@e-elgar.co.uk
N/S America: elgarinfo@e-elgar.com