Innovation and Entrepreneurship 3rd Edition
John R. Bessant, Joe Tidd

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DESCRIPTION

Innovation and Entrepreneurship 3rd Edition is an accessible text on innovation and entrepreneurship aimed specifically at undergraduate students studying business and management studies, but also those on engineering and science degrees with management courses.

The text applies key theories and research on innovation and entrepreneurship and then reviews and synthesises those theories and research to apply them in a much broader and contemporary context, including the corporate and public services, emerging technologies and economies, and sustainability and development and creating and capturing value from innovation and entrepreneurship. In this third edition the authors continue to adopt an explicit process model to help organise the material with clear links between innovation and entrepreneurship.

This text has been designed to be fully integrated with the Innovation Portal at www.innovation-portal.info, which contains an extensive collection of additional resources for both lecturers and students, including teaching resources, case studies, media clips, innovation tools, seminar and assessment activities and test questions.
ABOUT THE AUTHOR

John Bessant holds the Chair in Innovation and Entrepreneurship at Exeter University and is Visiting Professor at HHL Business School, Leipzig.

Joe Tidd is Professor of Technology and Innovation Management at SPRU (Science and Technology Policy Research), University of Sussex and Visiting Professor at University College London.

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NEW TO EDITION

The 3rd Edition has been completely revised and updated and features:

• A new chapter on creativity exploring the concept, the underlying skill set and ways in which it can be developed and deployed throughout the entrepreneurial process.

• A new chapter on business model innovation.

• Coverage of crowd sourcing, crowd funding and innovation markets and communities.

• Enhanced coverage of individual skills development.

• A strengthened focus on the role of innovation and entrepreneurship in the public sector.

• Discussions on sustainability, globalisation and development as key context elements.
FEATURES

• Designed to be fully integrated with the Innovation Portal at www.innovation-portal.info, which contains an extensive collection of additional resources for both lecturers and students, including teaching resources, case studies, media clips, innovation tools, seminar and assessment activities and test questions.

• Uses contemporary issues to engage and excite students, and lead them to the relevant theory, models and lessons

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