

Corporate Venturing: Creating New Businesses Within the Firm

Zenas Block, Ian C. Macmillan

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Corporate Venturing: Creating New Businesses Within the Firm Zenas Block, Ian C. Macmillan One of the ways to revitalize established firms is through internal corporate venturing. Recognizing that traditional management principles are often at odds with innovation, this work addresses the problems of corporations whose policies and procedures discourage entrepreneurial effort.



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