

Managing Innovation and Entrepreneurship

By Robert D. Hisrich, Claudine Kearney

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The first book to look at innovation/entrepreneurship from an international perspective, **Managing Innovation and Entrepreneurship: A Global Perspective** provides a step-by-step process for managing innovation and entrepreneurship in an organization in both turbulent and stable economic times. Authors Robert D. Hisrich and Claudine Kearney demonstrate how to manage innovation on a day-to-day basis—using a wide range of real world scenarios, theories, principles, best practices, case studies, and modern examples. The book provides detailed coverage of each aspect of the process of innovation required to achieve success, including what it takes to build an innovative and entrepreneurial organization, how to develop innovation and entrepreneurship in both individuals and teams, how to manage and operationalize innovation and entrepreneurship, how to develop a global business plan, and more.

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Managing Innovation and Entrepreneurship By Robert D. Hisrich, Claudine Kearney Bibliography

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Review
"I especially like the fact that [this] text covers the innovation process from creative idea to implementation. Chapters covering the new venture plan and how to make innovation work in the students' organization are a real advantage." (Robert Russell 2013-06-04)

"Professors Hisrich and Kearney are addressing a very interesting and timely topic, innovation and entrepreneurship, which in the evolving globalization era has significant applications. The strength of the text is its topics relevancy and case studies in each chapter." (Nader Asgary 2013-06-04)

"I love the way this book is written...It offers some hope for the future of US business in this global world market." (Frank Ziolkowski 2013-06-04)

About the Author

Dr. Robert D. Hisrich is the Bridgestone Chair of International Marketing and Associate Dean of Graduate and International Programs at Kent State University and president of H&B Associates, a marketing and management consulting firm he founded. He is the former Garvin Professor of Global Entrepreneurship and Director of the Center for Global Entrepreneurship at Thunderbird School of Global Management. Dr. Hisrich received his MBA and PhD degrees from University of Cincinnati and honorary doctorate degrees from Chuvash State University (Russia) and the University of Miskolc (Hungary). He has authored or co-authored 38 books, including *Technology Entrepreneurship: Creating, Capturing, and Protecting Value, Second Edition* (with Thomas N. Duening and Michael A. Lechter, Academic Press, 2015), *Marketing for Entrepreneurs and SMEs: A Global Perspective* (with Maja Konecnik Ruzzier and Mitja Ruzzier, Edward Elgar, 2014), *Managing Innovation and Entrepreneurship* (with Claudine Kearney, SAGE Publications, 2014), *Governpreneurship: Establishing a Thriving Entrepreneurial Spirit in Government* (with Amr Al-Dabbagh, Edward Elgar, 2013), *International Entrepreneurship: Starting, Developing and Managing a Global Venture, Third Edition* (SAGE, 2016), *Entrepreneurship: Starting, Developing, and Managing a New Enterprise, Ninth Edition* (with Michael P. Peters and Dean A. Shepherd, McGraw-Hill, 2013), *Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit Throughout Your Company* (with Claudine Kearney, McGraw-Hill, 2011), *Entrepreneurial Finance: A Global Perspective*(with Gary Gibbons and Carlos Silva SAGE,2015), and *Advanced Introduction to Entrepreneurship* (Edward Elgar, 2015). The author of more than 300 articles on entrepreneurship, international business management, and venture capital, he has instituted academic and training programs in Hungary, Russia, China, Saudi Arabia, and the UAE.

Claudine Kearney (Ph.D.) lectures and researches at University College Dublin. Dr. Kearney received her M.B.S. and Ph.D. degrees from the UCD Michael Smurfit Graduate Business School and her Post-Doctoral Fellowship from Thunderbird School of Global Management. Her research pursuits focus on entrepreneurship and innovation, with special interests in antecedents and outcomes of corporate entrepreneurship in private and public sector organizations; strategic entrepreneurship and innovation in SMEs and large corporations; the emergence of entrepreneurship in SMEs. She has extensive lecturing

experience in the areas of entrepreneurship, innovation management, new venture start-up as well as strategic management and international business in seven countries. She recently held a Visiting Professorship in Entrepreneurship and Strategy at the University of Groningen. She co-authored *Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit Throughout Your Company* (with Robert D. Hisrich, McGraw-Hill, 2011). She serves on editorial boards, published journal articles, books, book chapters and conference papers.

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