Where To Download Entrepreneurial Leadership Developing A Cross Cultural

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This book focuses on how to promote innovation and an entrepreneurial mindset within organizations in the context of structural changes. It highlights the importance of internal marketing of innovation and ideas among employees, of creating collaborative spaces, and of company leaders promoting collaboration. The key aspect in all contributions gathered here is to understand the co-creation paths of structural change and innovation, and how they contribute to competitive advantage. The respective chapters address topics such as intrapreneurship, organizational mindset, creating an entrepreneurial orientation, strategic leadership, and internal & external organizational networking. All contributions are based on the latest empirical and theoretical research, and provide key findings and concrete recommendations for organizations.

Business competencies are very complex, and entrepreneurs' beliefs, actions, and aspirations for their businesses are widely influenced by their sense of values and beliefs. This influences the actions they take, especially in challenging situations. Successful entrepreneurs can accept challenges, learn to make responsible choices, and make sure to weigh all possible outcomes. Developing Entrepreneurial Competencies for Start-Ups and Small Business is an assortment of innovative research on the methods and applications of strategic models for entrepreneurship competency. While highlighting topics including intellectual capital, risk management, and entrepreneurship education, this book is ideally designed for entrepreneurs, business executives, industry professionals, academicians, students, and researchers seeking to reduce the level of failure of entrepreneurial activity within the global business community.

In a globalized society, individuals in business, government, and a variety of other fields must frequently communicate and work with individuals of different cultures and backgrounds. Effectively bridging the culture gap is critical to success in such scenarios. Cross-Cultural Interaction: Concepts, Methodologies, Tools, and Applications explores contemporary research and historical perspectives on intercultural competencies and transnational organizations. This three-volume compilation will present a compendium of knowledge on cultural diversity and the impact this has on modern interpersonal interactions. Within these pages, a variety of researchers, scholars, professionals, and leaders who interact regularly with the global society will find useful insight and fresh perspectives on the field of cross-cultural interaction.
This book argues that China’s businesses, and hence China’s future economic development, face a huge crisis in that there is a considerable “leadership gap” in China, with a shortage of competent business leaders, at a time when new leadership skills are required urgently, as China’s businesses evolve rapidly and engage ever more with the global economy. Moreover, the book argues, training is an undervalued and often marginalised activity in Chinese companies. The book outlines the nature of this problem, and goes on to demonstrate that there is a new breed of manager emerging in China, aware of the need to upgrade management skills, moving away from skills appropriate in traditional industrial firms, and emphasising more flexibility, positive engagement with workers, and competence in the market economy. The book includes an evaluation of different management approaches in China, reports on extensive original research, including interviews with practising managers, and sets out how self-development in widespread, deep and important.

Contextual Embeddedness of Women’s Entrepreneurship brings together a range of research that provides powerful insights into the influences and restraints within a diverse set of gendered contexts including social, political, institutional, religious, patriarchal, cultural, family, and economic, in which female entrepreneurs around the world operate their businesses. In doing so, the contributing authors demonstrate not only the importance of studying the contexts in which they shape women’s entrepreneurial activities, but also how female entrepreneurs through their endeavours modify these contexts. Collectively, the edited collection’s studies make a substantial contribution to the contextual embeddedness of women’s entrepreneurial activity, provide numerous insights, and provoke fruitful directions for future research on the important role of the contexts in which women’s entrepreneurial activities take place. This innovative and wide-ranging research anthology seeks to reframe and redirect research on gender and entrepreneurship and will appeal to all those interested in learning more about female entrepreneurship.

This Research Handbook argues that the study of entrepreneurs as leaders is a gap in both the leadership and the entrepreneurship literatures. With conceptual and empirical chapters from a wide range of cultures and entrepreneurship and leadership ecosystems, the Research Handbook for the first time produces a systematic overview of the entrepreneurial leadership field, providing a state of the art perspective and highlighting unanswered questions and opportunities for further research. It consolidates existing theory development, stimulates new conceptual thinking and includes path-breaking empirical explorations.

‘A very thoughtfully chosen collection of excellent articles focused on key issues in the field of entrepreneurship. This book will be a very useful reference source for entrepreneurship faculty and graduate student alike, and I, personally, look forward to having a copy in my bookcase.’ - Robert Baron, Oklahoma State University, US

The conference committee encourages contributions on this wide range of topics through the use of a variety of rigorous approaches, including theoretical and empirical papers employing qualitative, quantitative and critical methods. Action-based research, case studies and work-in-progress/posters are enthusiastically welcomed. PhD research, proposals for roundtable discussions, practitioner contributions and product demonstrations based on the conference themes are also invited.

Examines and illustrates the influence of national cultural diversity on leadership development programs around the world.

This book examines the vital nature of the subject of leadership in Asia and looks, in particular, at the processes and practices within the Asia Pacific region. It describes how leadership processes differ across various regions and teaches managers how to better employ these processes in order to improve the success of their organisations. The work moves beyond looking only at Western ideas and explores further leadership perspectives based on differing cultural foundations. It considers the influences of Confucianism, Daoism, Mohism and Legalism and also reflects the character of different leadership styles, such as paternalistic, benevolent transactional and transformational styles, as well as authentic and entrepreneurial approaches. Throughout the text, a wide range of international contributors adopt an array of leadership and other theories, cases, sectors and methods to discuss leadership in Asia. This book was originally published as a special issue of the Asia Pacific Business Review.

This collection brings together leading scholars and practitioners with a variety of interests as related to women entrepreneurs. Taking a unique scholarly-practice approach, Crittenden builds an enticing story around several key variables that influence go-to-market strategies for women entrepreneurs.
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Toward Entrepreneurial Community Development is about developing entrepreneurial communities, and goes beyond theories of the firm to demonstrate how local and regional society contributes in important ways to the vitality of entrepreneurs. The literature is rich with insights about leadership and culture within SMEs, and the behaviours and attitudes of their founders, founding teams, and managers. Since most of the attention in the entrepreneurship literature is focused on firms, we wish to explore everyone else: The social environment surrounding the entrepreneur, and how leadership and culture outside the firm can have pervasive effects on the business. This book reaches across disciplinary boundaries, integrating and advancing knowledge on entrepreneurial community development. The book identifies actionable leadership strategies that can be used by literally anyone to help make a community or region a more culturally-supportive, interactive home for entrepreneurial minds. We draw from original research to compare high and low entrepreneurship communities, and present an emergent picture of how community-level actors can (or fail to) work together to support entrepreneurship in places that are culturally distant from the Silicon Valley (i.e., most places). Toward Entrepreneurial Community Development then offers techniques for entrepreneurial community leadership, including how to build lasting alliances, create an image, and harness the local culture for entrepreneurial advantage. The result is a book that provides the reader with the latest advancements and techniques in entrepreneurial development in a straight-forward, readable format. No matter the reader, Toward Entrepreneurial Community Development demonstrates how anyone, in any position, can lead a local entrepreneurship movement starting anywhere, anytime.

Taking the themes of entrepreneurship, start-ups, innovation and collaboration, this book seeks to answer the urgent question of how countries and companies can stay competitive in an ever-changing digital environment. The authors determine which entrepreneurial processes will work for whom and under what circumstances, presenting methodological implications for business research, start-ups and policy making. Examining the success of Germany as an innovation powerhouse, and comparing this with the USA, this edited collection provides valuable ideas for improving practice, facilitating start-up activity, and ultimately ensuring a country’s competitive edge.

These proceedings represent the work of researchers participating in the 6th International Conference on Innovation and Entrepreneurship (ICIE 2018) which is being co-hosted by Georgetown University and George Washington University and is being held at The University of the District of Columbia (UDC) on 5-6 March 2018.

Simply appreciating the reality that people are the bastion of success of any organization will not alter concepts about how to attract, hire, engage, develop and retain the talent they need for their success. Talent Management in the Developing World explores how the policies, systems and procedures that have been successful within national boundaries are not only inadequate to meet the value propositions of completely different and diverse people working in different countries, cultures, legal and socio-economic environments but may, in fact, be dysfunctional to talent management.

Realizing synergies across different businesses is a multibusiness firm’s generic strategic challenge. Eva Bilhuber Galli investigates the role of social capital in cross-business collaboration and how to build it effectively with leadership development practices.

This innovative book combines theoretical and practical perspectives with the power of storytelling to present a new understanding of leadership as a concept and endeavour in the small business organisation. With the assertion that leadership capability is a key function of small firm survival and growth, it underlines the importance of addressing the phenomenon within small business. Employing storytelling as a fresh alternative to a traditional case study approach, the narrative of leading with purpose in real time is captured alongside relevant and current academic debate. In building upon the Harvard model of purpose driven leadership, the author offers a new definition and discussion of leadership that connects theory to real impact, based on research carried out with UK small business organisations. The overall aim of the book is to provoke interest in small business leadership and generate new knowledge of leading with purpose.

Drawing upon research and practitioner narratives from management, leadership, organizational studies, entrepreneurship and sustainable business domains, this book explores the many pathways that enable emerging countries to transform knowledge into action to achieve economic and sustainable development. The authors take a holistic approach to ‘transforming knowledge’ that goes beyond the mere ‘application of knowledge’ to include the assimilation, adaptation, and contextualization of knowledge to suit the unique
contexts, needs and conditions existing in emerging countries. They then present success stories and case studies comprising innovative solutions for emerging economies that practitioners can utilize. Current research in management is highlighted by bringing together academics, practitioners, policy-makers and interest groups from diverse regions and perspectives.

The challenge faced by family businesses and their stakeholders, is to recognise the issues that they face, understand how to develop strategies to address them and more importantly, to create narratives, or family stories that explain the emotional dimension of the issues to the family. The most intractable family business issues are not the business problems the organisation faces, but the emotional issues that compound them. Applying psychodynamic concepts will help to explain behaviour and will enable the family to prepare for life cycle transitions and other issues that may arise. Here is a new understanding and a broader perspective on the human dynamics of family firms with two complementary frameworks, psychodynamic and family systematic, to help make sense of family-run organisations. Although this book includes a conceptual section, it is first and foremost a practical book about the real world issues faced by business families. The book begins by demonstrating that many years of achievement through generations can be destroyed by the next, if the family fails to address the psychological issues they face. By exploring cases from famous and less well known family businesses across the world, the authors discuss entrepreneurs, the entrepreneurial family and the lifecycles of the individual and the organisation. They go on to show how companies going through change and transition can avoid the pitfalls that endanger both family and company. The authors then apply tools that will help family businesses in transition and offer their analyses and conclusions. Readers should draw their own conclusions from careful examination of the cases, identifying the problems or dilemmas faced and the options for improved business performance and family relationships. They should ask what they might have done in the given situation and what new insight into individual or family behaviour each case offers. The goal is to avoid a bitter ending.

In years past, the keywords for leaders were confidence, single-minded purpose, and strategic planning. But today's vastly complex, globalized, and fast-evolving world requires a different kind of leadership. This game-changing book details a new approach—entrepreneurial leadership—developed at Babson College, the number-one school for entrepreneurship in the world. Entrepreneurial leadership is inspired by, but is separate from, entrepreneurship. It can be applied in any organizational situation, not just start-ups. Based on two years of extensive research, it embraces three principles that add up to a fundamentally new worldview of business and a new logic of decision making. First, rapid change and increasing uncertainty require leaders to be “cognitively ambidextrous,” able to shift between traditional “prediction logic” (choosing actions based on analysis) and “creation logic” (taking action despite considerable unknowns). Guiding this different way of thinking and acting is a new view of business, where simultaneous creation of social, environmental, and economic value is the order of the day. Finally, entrepreneurial leaders leverage their understanding of themselves and their social context to guide effective action. Each chapter offers concrete examples of how educators across all disciplines are integrating these ideas into their courses—and even their entire curricula. The New Entrepreneurial Leader lays out a comprehensive new paradigm for reinventing management education in order to mold leaders who will shape social and economic opportunity.

As technology continues to drive innovation and impact societies across multiple national boundaries and cultures, new approaches towards marketing products must be created and implemented to be successful in an era of hypercompetition. Transcultural Marketing for Incremental & Radical Innovation provides in depth discussion on tactics for improving existing products while inventing completely new products and product categories. This publication will prove to be helpful for scholars, practitioners, and university students who wish to better understand the importance of marketing products and services across different cultures and multiple languages.

This handbook provides a comprehensive overview and evaluation of the variety of organizational leadership issues within the Asian region. It highlights the relationship between leaders and their followers, and the complexity of leadership research and practices in Asian transformational economies. Covering a wide range of contexts and perspectives, the chapters are based on empirical studies with evidence-based findings that can be used as case studies for academics and practitioners. The handbook makes significant contributions to leadership theory including practice and assists international researchers, practitioners and students in understanding the influence of the Asian culture and its impact on leadership.
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After more than 30 years of reformations in agriculture, manufacturing and trade and industry, China’s economy has grown to become the second largest in the world. This book examines the contributions of dynamic entrepreneurs to the economic development of mainland China and Hong Kong – an analysis that is largely lacking in existing studies China’s economic stronghold. This book adopts theories of entrepreneurship and market processes as major analytical frameworks to conclude that entrepreneurship is the true engine of growth in mainland China and Hong Kong. Chinese Entrepreneurship focuses on the knowledge drivers and systemic challenges of these businesses to examine how entrepreneurs under uncertainty identify and pursue profit opportunities, and how their efforts have enhanced China's economic dynamics. This book offers vital insight to students, teachers and researchers of Chinese business and economics, along with Chinese culture and expanding economies.

With rapid changes in industry, schools with offerings in public relations have begun to teach entrepreneurship (O'Neil, Hays, & Bagwell, 2013), but it is not known if or how students are developing an entrepreneurial orientation to support their professional lives. In this case study, the researcher sought to explore in depth Net Generation (born between 1982 and 2000) college graduates' experiences of entrepreneurship studies at the Reynolds School at the University of Nevada, Reno and their development of an entrepreneurial orientation for their professional lives. The intent of the study was to provide a thorough analysis of how entrepreneurial orientation is developed through classroom and student activities and experiences and reflected in participants' careers after college. Fifteen individuals, all alumni who majored in public relations or strategic communications and earned a bachelor's degree from the AEJMC-accredited Reynolds School of Journalism at the University of Nevada, Reno were interviewed. The interviews were analyzed to gain rich, descriptive insights into the identified needs. Along with nine interviews and one focus group with six individuals, artifacts were used and a synthesis of analysis led to four thematic findings: (a) preparing for professional life, (b) tools for communicating, (c) strategic direction, and (d) navigating uncertainty. From the findings, four results were drawn suggesting that success during college is to learn and work in the real world through competition. Online skills and writing are critical tools to define and grow a business endeavor or get job opportunities. Strategic direction learned in college minimizes risk and drives innovation and proactivity. The final finding included that their variety of jobs involve emerging communication tools (entrepreneur) built on the potential of future autonomous leadership roles (entrepreneur). The study concluded and recommended integrating experiential learning by working start-up businesses and social cause organizations into upper-division public relations classes. Other recommendations include teaching business operations as part of setting strategic direction, and developing more cross-disciplinary programs on campus while integrating a class on entrepreneurial leadership into the public relations curriculum. Recommendations for further research include expanding this study to larger markets and diversify schools, conducting research on entrepreneurs in public relations, and studying businesses and organizations that hire a large number of graduates from the Net Generation.

This timely and comprehensive book analyses the role of women in leadership from both managerial and socio-emotional perspectives. The authors review the issues that affect real women in business and evaluate what can be done to support and develop women managers. Chapters explore topics such as the stereotyping of leading women, gender equality and discrimination, the glass ceiling and barriers to promotion, the work/home conflict, the gender pay gap and job insecurity, female authority and career development.

This book explores the nature and uniqueness of leadership in Iceland within a business and economic context. Starting with an analysis of Iceland's geographical location, historical development and societal culture, the authors critically examine the major elements of the Icelandic business environment from an individual to a global level, and from economic prosperity to financial collapse. They particularly focus on leadership and human resource management within this unique societal culture and discuss the specific issues that are unique to Iceland, i.e. entrepreneurship, gender egalitarianism, equality, low power-distance, reflecting on, and orienting within contemporary leadership theories. The book covers a variety of analytical methods and cases, providing a unique introduction to leadership in Iceland, and opening avenues for further research into this relatively new phenomenon.

In today's world of business where organizational boundaries are blurry, intense competition dictates rapid change, and complex issues and relationships cut across departments, business units, and even companies, the old hierarchical command-and-control management approach is no longer sufficient. Distributed leadership approaches are necessary and no one individual can do it all. In fact, an enterprise is more than just the traditional organization. Value today is often created not just within a company, but also across a network of companies. Being able to connect the various components and to work collaboratively within the network is essential to maintaining competitive advantage. Leaders today must be capable of identifying potential partners, initiating and maintaining relationships, resolving conflicts, and reconfiguring their relationships. Cross-Enterprise Leadership is a new
model for success in today's world of complexity and ambiguity. Leaders who adopt this approach will be more comfortable dealing with ambiguity, uncertainty, complexity and
time pressures, and with creating value through networks of relationships. Small, domestic, entrepreneurial companies are, by their very nature, cross-enterprise focused.
Entrepreneurs will tell you that they live in a world of uncertainty and ambiguity and that they constantly need to adjust on the fly. Equally, large multi-national companies like Wal-
Mart, Nestle, or Coca-Cola are inherently complex and issues and relationships cut across functions, levels, geographies, and companies. Cross-Enterprise Leadership goes beyond a
functional perspective to understanding the complexity of business issues from all angles and how they can be integrated, how leaders can rely almost entirely on influence when they
may be operating without power or authority, and how they can develop the capacity to make decisions and implement them in an environment filled with uncertainty and
complexity. Most managers operate like the traditional orchestra-waiting to do their written part. But there is no tidy score for business today. CEL enables today's leaders to be more
like a jazz band, improvising and building off of one another, creating music in real time and in relationship to one another.

Businesses owned and operated by families constitute the vast majority of firms around the world. These firms are found in all industrial segments, from retail and service
establishments to heavy manufacturers. Their sizes and revenues range from the smallest venture of a husband and wife roadside food stall in rural India to the largest multinational,
highly diversified corporations in the United States and Europe. Many challenges, such as competition, regulation, environmental concerns, access to capital, and macroeconomic
factors confront family and nonfamily firms alike. In addition, family and closely-held firms grapple with such issues of succession, continuity, conflict resolution, identity and
organizational roles, estate and financial planning that are idiosyncratic to them; when psychological, social, and emotional factors are in play, constantly changing familial
relationships influence the strategic and financial choices they make. Yet, there has been comparatively little theoretical or empirical research undertaken on family firms, relative to
entrepreneurship and strategic management. This book addresses gaps in the literature by presenting a holistic, multi-disciplinary approach to the study and practice of family
business that draws from such fields as psychology, anthropology, sociology, strategy, family therapy, family studies, wealth management, and international business. An
international array of experts addresses both macro issues (including the role of family businesses in new business creation and economic development, influences of culture on
family business, public policies that can encourage or threaten family business) and firm management (strategic and financial decision making) and firm management (strategic and financial decision making, governance, entering and exiting). Featuring case studies from firms in a variety of industries, Understanding Family Businesses not only offers provocative new insights on family business dynamics, but outlines an
agenda for future research.

As the world has adapted to the age of digital technology, present day business leaders are required to change with the times as well. Addressing and formatting their business
practices to not only encompass digital technologies, but expand their capabilities, the leaders of today must be flexible and willing to familiarize themselves with all types of global
business practices. Global Business Leadership Development for the Fourth Industrial Revolution is a collection of advanced research on the methods and tactics utilized to succeed
as a leader in the digital age. While highlighting topics including data privacy, corporate governance, and risk management, this book is ideally designed for business professionals,
administrators, managers, executives, researchers, academicians, and business students who want to improve their understanding of the strategic role of digital technologies in the
global economy, in networks and organizations, in teams and work groups, in information systems, and at the level of individuals as actors in digitally networked environments

This illustrative book considers the interface of business structures, contexts, and leadership building blocks to explore the contingent nature of leadership development in
transgenerational entrepreneurship. Longitudinal case studies of 27 family firms in nine different countries provide a rich, global selection of leadership development insights by
examining the roles of values, professionalization, leadership style and other contingent factors. The diversity of cases and chapters provides a rich foundation for insight into the
pathways currently in use to develop the next generation leaders, illuminating the strategies and pathways of successful transgenerational family enterprises. By examining the
available literature and one or more case studies, each chapter draws pragmatic conclusions, with findings that suggest the importance of focusing on leadership as a shared
capability, transmission of values to maintain an entrepreneurial culture, the fit between professionalization and values to increase transgenerational potential, the need to address the
structure of the business and the focus on parenting to develop next generations. This path-breaking book will inform family business researchers as they explore the ways in use to
develop the next generation. Each chapter starts with a mini-case study focused on a dilemma related to leader development, making this book an excellent resource for educators in
undergraduate, graduate, or executive programs.
Social entrepreneurship is a growing area, and we frequently hear of new ventures committed to social change. In academia, however, social entrepreneurship has typically been taught as a ‘version’ of entrepreneurship, ignoring the unique structure, challenges and goals of the social venture. In their new book, Coleman and Kariv draw on the latest theory and research to provide boundaries to the definition of social entrepreneurship, discussing both what it is, and what it is not. The book answers several key questions: Who are social entrepreneurs? What is the process for identifying and solving a social need? What are the differences between for-profit and not-for-profit social ventures? What is the role of innovation? How do we develop high performing firms? How do we measure success? The focus on context allows students to appreciate how social entrepreneurship develops and operates in different countries and cultures, lending a global perspective to the book. Combined with rich pedagogy and a companion website, it provides students with all the learning tools they need to grasp this important subject.

Leadership and the traditional concept of what makes an effective leader is being challenged in the 21st century. Today, many teams are dispersed across time, geography, and cultures and coordinating those teams using traditional concepts of leadership and management has been challenging. Strategic Management and Leadership for Systems Development in Virtual Spaces provides insights into the relationship between leadership and information systems development within online environments as well as strategies for effectively managing virtual teams. Focusing on opportunities as well as challenges associated with e-collaboration and managing remote workers, this peer-reviewed collection of research is designed for use by business professionals, scholars, and researchers in the fields of information science and technology, business and management, sociology, and computer science.

This book presents practical approaches for facilitating the achievement of excellence in the management and leadership of organizational resources. It shows how the principles of creating shared value can be applied to ensure faster learning, training, business development, and social renewal. In particular, it presents novel methods and tools for tackling the complexity of management and learning in both business organizations and society. Discussing ontologies, intelligent management systems, methods for creating knowledge and value added, it offers novel insights into time management and operations optimization, as well as advanced methods for evaluating customers' satisfaction and conscious experience. Based on two conferences, the AHFE 2019 International Conference on Human Factors, Business Management and Society, and the AHFE 2019 International Conference on Human Factors in Management and Leadership, held in July 24-28, 2019, Washington D.C., USA, the book provides both researchers and professionals with new tools and inspiring ideas for achieving excellence in various business activities.

Widening International Entrepreneurship Research addresses several unresolved questions and thus moves forward by acknowledging that future international entrepreneurship research needs to find new ways to further enrich its knowledge. The book presents the results of six studies that explain how human resource management contributes to the strategy of early internationalization, compares different experiences in several countries, assesses innovation in international entrepreneurship education teaching, analyses the effects of entrepreneurial education on entrepreneurial skills, and provides new knowledge about the effect of digitalization on firm performance in international markets. This collection of papers reviews the main factors that have been identified as having a high explanatory power at different levels.

This study reflects leadership development is a multilevel multi-context self-learning longitudinal journey embedded in a social learning environment with nine influential factors: parents, teamwork sport activities, teachers, role models, mentors/coaches, community-based networks (social factors); self-learning, experimentation, self-reflection (self factors). These findings of the book are based on a longitudinal qualitative study of interviewing 100 SME's business owners and leaders attending a British leadership development framework and an international communication and leadership programme.

What is innovation and what does it take to make it work? How can innovation management and governance help to create and capture new value towards a sustainable future? This reader contains several ‘op-eds’ (op-ed = short for ‘opposite the editorial page’) on innovation management and urban sustainability matters written between 2012 and 2020 for Singapore-based print media aimed at providing interested readers with deeper insights into key enablers of effective innovation governance at corporate levels. The bite-sized commentaries on innovation matters are loosely structured with regards to Leadership & Strategy, People & Organisational Culture, Innovation Processes, Knowledge & Learning as well as Innovation Governance. Besides three case studies of innovation award winners (Singapore Airlines; National Library Board Singapore; Qian Hu Corporation Ltd.), the book
also entails reflections about the 'smart city' strategies of Singapore, Berlin (Germany) and Barcelona (Spain) aimed at enhancing sustainability and liveability. This resource book is essential reading for anyone interested in acquiring innovation management and governance know how — from graduate students and advanced undergraduates to innovation practitioners in business and society as well as start-up founders and municipal leaders.

This timely and incisive Handbook provides critical contemporary insights into the theory and practice of entrepreneurship and marketing in the twenty-first century. Bringing together rich and varied contributions from prominent international researchers, it offers a reflective synthesis of scholarship at the interface between marketing and entrepreneurship.

Entrepreneurship is the capability to be an entrepreneur. Beyond that idea is an ideology that a person's business actions result in industrial growth or technical advances, making that person a leader in the economic world. The contributors to this latest volume in the Praxiology Series, now available in paperback, are united in claiming that resourcefulness is a characteristic of people who take effective action, and that effectiveness is dependent on good, ethical purposes. The wide-angle definition of entrepreneurship presented in this volume demands that people and organizations engage in more than simple self-interest, but also display awareness of the prospects for wider growth and advances resulting from their decisions. In a period of financial crisis caused by irresponsible behavior by eminent would-be "entrepreneurs" the significance of this perspective should be evident. The editors claim that growth, not stagnation, advantage, not decline, are irreversible traits of business activity. This is why the very concept of entrepreneurship calls for values and responsibility—even more than in the past. The contributors develop the idea of entrepreneurship from both theoretical approaches religious and practical, or applied perspectives. This inter- and multidisciplinary approach offers readers a chance to rebuild trust in entrepreneurship.

This book provides a concise yet comprehensive literature review on leadership. As well as offering critical insight into leadership research, the author addresses emerging paradigms and identifies new approaches. A vital tool for leadership students and scholars, the text will enable readers to demonstrate a critical awareness of current developments both in theory and practice of leadership and its importance in modern organizations. Both scholars and practitioners will find the engaging discussion in this book particularly useful as the author offers practical ideas for development and a much-needed unified theory on leadership.

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