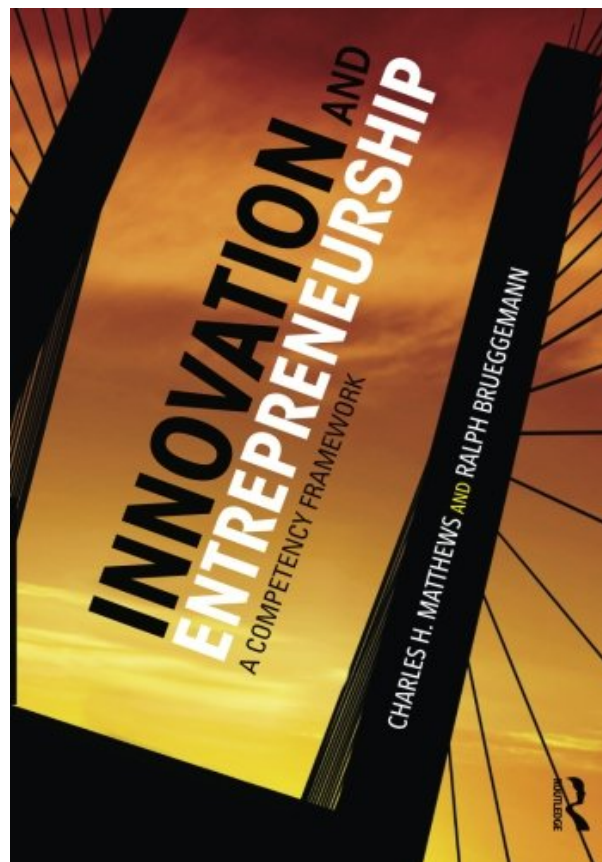
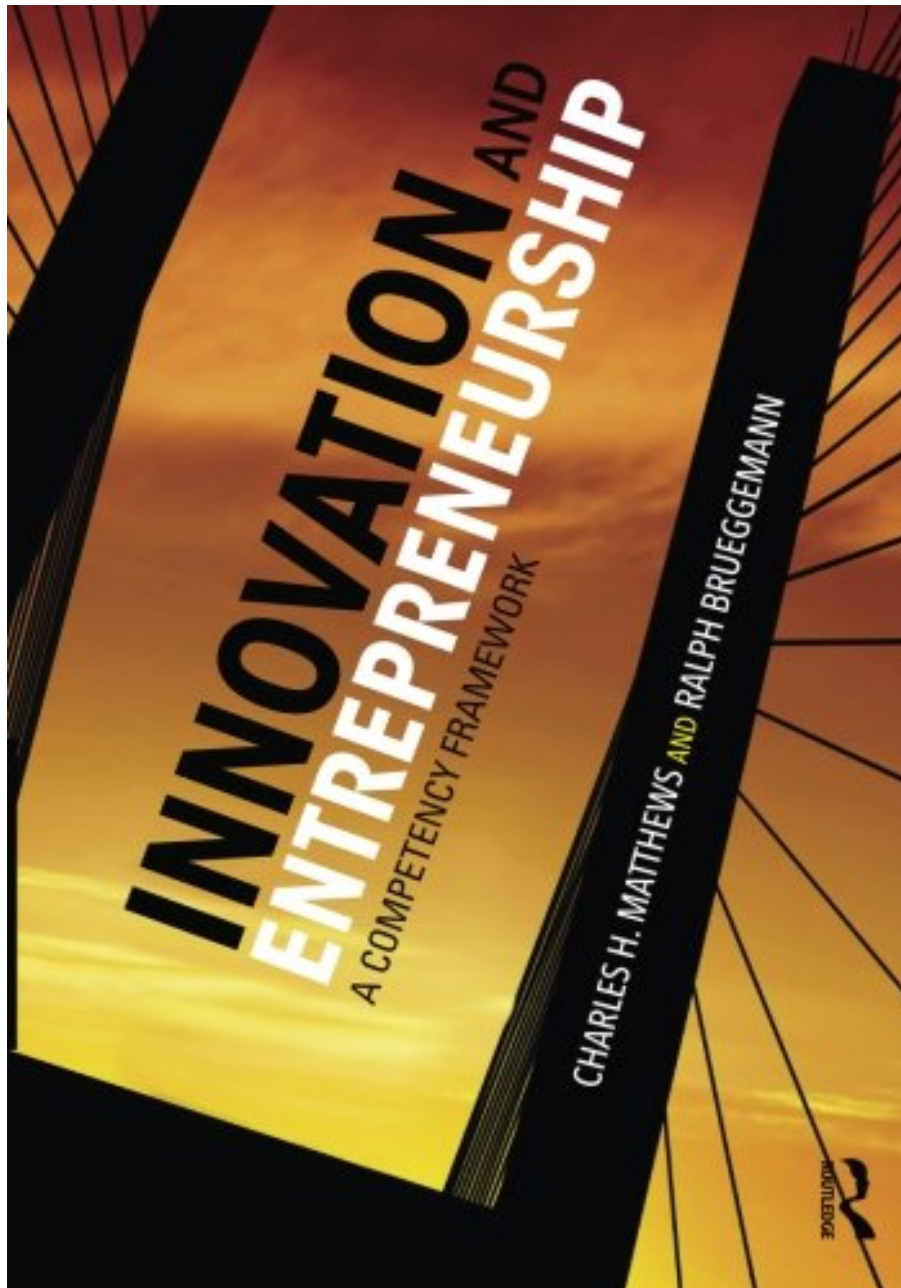


INNOVATION AND ENTREPRENEURSHIP: A COMPETENCY FRAMEWORK BY CHARLES H. MATTHEWS, RALPH BRUEGGEMANN



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Review

"I was excited to learn that Chuck Matthews and Ralph Brueggermann teamed up to produce a book on entrepreneurship and innovation. They did not disappoint. The word 'entrepreneurship' conjures up different images in people's minds, but it has become evident that the critical contribution of entrepreneurs is through innovation. Innovation and Entrepreneurship introduces readers to actions they can take in creating new ventures, innovating within larger organizations, and even in making societies more competitive." - Frank Hoy, Director of Collaborative for Entrepreneurship & Innovation at Worcester Polytechnic Institute, USA

About the Author

Charles H. Matthews is Distinguished Teaching Professor of Entrepreneurship and Strategic Management, Founder and former Executive Director of the Center for Entrepreneurship Education & Research, and former Director of the Small Business Institute® at the University of Cincinnati, USA. He is an internationally recognized scholar and innovative teacher in the field of entrepreneurship.

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This book presents a new model, the competency framework, for students, innovators, entrepreneurs, managers, and anyone who wants to better understand the dynamic world of innovation and entrepreneurship.

Focused on both the individual and strategic organizational level, this book is about people and the competencies each person needs to learn to be successful in creating a more dynamic future. Matthews and Brueggemann's framework for innovation and entrepreneurship competencies empowers individuals to excel at innovation and new venture creation.

It provides a practical guide and clear and concise understanding of the knowledge, skills, attitudes, and experiences that are needed to increase imagination, creativity, innovation and new venture creation capability. Innovation and Entrepreneurship will be attractive for students of entrepreneurship, innovation, management and cross-disciplinary classes, such as design thinking.

Presented in a modular format, Innovation & Entrepreneurship informs the future direction of people and technology, as well as the educational systems producing the next generation of innovators and entrepreneurs.

Based on extensive academic research, this book is organized into two sections: Twelve innovation elements and twelve competency categories. The elements are the foundation and the competency categories are the building blocks that inform our path toward a more precise understanding of how innovation and entrepreneurship plays an important role in economic development and our daily lives.

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Individuals and organizations must continually discover new opportunities to maintain their vitality, enhance their competitiveness, and create a meaningful life for themselves and their employees. Innovation and Entrepreneurship A Competency Framework presents a competency framework that divides innovation into twelve basic elements and competencies that can be taught and measured. It outlines the attitudes, skills and knowledge needed to increase imagination, creativity, innovation, and new venture creation capability. The book also provides a number of useful models that help one understand the relationship between imagination, creativity, and innovation; the elements and competencies of innovation; and the overall innovation process. IMO, this book will be valuable resource for students of entrepreneurship, innovation, management and cross-disciplinary classes, such as design thinking.

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This book is an extremely valuable resource, offering a comprehensive treatment of the many different stages of and processes for innovation. Of particular value is the treatment of intellectual property rights. True innovation should be entitled to protection as intellectual property so that its value is optimized throughout the commercialization process. This book provides practical and invaluable advice for the entrepreneur—covering both theory and implementation.

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