

Finding Fertile Ground Identifying Extraordinary Opportunities For New Ventures

Next time someone tells you business can't be done ethically -- corners must be cut, negotiations can't be honest -- hand them Jon Huntsman's new book. He started with practically nothing, and made it to Forbes'list of America's Top 100 richest people.

Huntsman's generous about sharing the credit, but in the 21st century, he's the nearest thing to a self-made multi-billionaire. Now, he presents the lessons of a lifetime: a passionate, inspirational manifesto for returning to the days when your word was your bond, a handshake was sacred, and swarms of lawyers weren't needed to back it up. This is no mere exhortation: it's a practical business book about how to listen to your moral compass, even as others ignore theirs. It's about how you build teams with the highest values, share success, take responsibility, and earn the rewards that only come with giving back. Huntsman's built his career and fortune on these principles. You don't live these principles just to 'succeed': you live them because they're right. But in an age of non-stop business scandal, Huntsman's life proves honesty is more than right: it's the biggest competitive differentiator. Generating new ideas that create substantial value is at the very core of entrepreneurship. The IDEATE Method is an ideation method empirically proven to help students identify problems, develop creative solutions, and select the most innovative entrepreneurial idea. Authors Daniel Cohen, Gregory Pool, and Heidi Neck emphasize the importance of deliberate practice and repetition as they guide students through each phase of the method: Identify, Discover, Enhance, Anticipate, Target, and Evaluate. Goal-directed activities and self-reflection questions help students develop their entrepreneurial mindset and skillset.

There are far more entrepreneurs than most people realize. But the failure rate of new businesses is disappointingly high, and the economic impact of most of them disappointingly low, suggesting that enthusiastic would-be entrepreneurs and their investors all too often operate under a false set of assumptions. This book shows that the reality of entrepreneurship is decidedly different from the myths that have come to surround it. Scott Shane, a leading expert in entrepreneurial activity in the United States and other countries, draws on the data from extensive research to provide accurate, useful information about who becomes an entrepreneur and why, how businesses are started, which factors lead to success, and which predict a likely failure. *The Illusions of Entrepreneurship* is an essential resource for everyone who has dreamed of starting a new business, for investors in start-ups, for policy makers attempting to facilitate the formation and survival of new businesses, and for researchers interested in the economic impact of entrepreneurial activity. Scott Shane offers research-based answers to these questions and many others: · Why do people start businesses? · What industries are popular for start-ups? · How many jobs do new businesses create? · How do entrepreneurs finance their start-ups? · What makes some locations and some countries more entrepreneurial than others? · What are the characteristics of the typical entrepreneur? · How well does the typical start-up perform? · What strategies contribute to the survival and profitability of new businesses over time?

Strategic Sustainability examines how organizations can implement environmental sustainability science, theories, and ways of thinking to become more competitive. Including examples and ideas implemented in various countries, it is based on known scientific principles about the natural world and organizational principles focusing on the work domain. The intersection of these two realms of research creates a powerful and new approach to comprehensive, seemingly contradictory issues. Daniel S. Fogel draws from disparate fields and creates a story about organizations, their future and how people are part of the problem and, more importantly, part of the solution. Readers will find ways to take action to improve organizations and avoid denigrating our natural environment, learning to be mindful of the urgency we should feel to improve our impact on the world. The focus on the natural environment provides a powerful focus for creating value in organizations and addressing the major challenges we all face.

Advanced sustainability students, working professionals and board members, managers and legislators responsible for governing organizations or implementing public policy will find this book useful. A companion website features an instructor's manual with test questions, as well as 38, 10-minute videos for classroom use.

The objective with the Strategic Interest Group in Entrepreneurship (SIG Entrepreneurship) of the European Academy of Management (EURAM) is to be the leading research community for engaged entrepreneurship scholars in Europe. The SIG Entrepreneurship aims at promoting research and networking interests for individuals and research groups focused on entrepreneurship and entrepreneurial styles of management. This is done by providing a wide-ranging, engaged and internationally-focused forum to discuss and develop research and practice in the field. We put a distinct focus on the key European feature – 'context matter' – why we try in all activities to promote and stimulate what 'European' might mean in any given context. It means different things in different contexts – and that is the whole point – and thereby the key strength of the European takes on the matter as we see it. This is our idea of the European perspective on entrepreneurship. The tradition of European scholars on entrepreneurship and SMEs system has been consolidated during the last three decades and an increasingly distinct European school of thought has emerged as a consequence. This development provides a solid base for the future development of the field where Europe and its entrepreneurship scholars will play an increasingly prominent role. With this concern, this book has been managed, gathering the best contributions of our annual meeting re-edited and improved. The central theme is presenting entrepreneurship understood as a working attitude, a mode of thinking, a concrete everyday practice and increasingly an identity marker for ways of being and living within liquid modernity. Entrepreneurship is nowadays a broadly endorsed and accepted signifier for forms of organizing that targets human, organizational and economic renewal and growth. Focuses on entrepreneurial strategic content. This title addresses the types of strategies that entrepreneurial companies use to effectively position themselves and gain competitive advantages. It identifies several strategic dilemmas and strategic choices that organizations face in their efforts to be more entrepreneurial.

Today's best companies get it. From Costco® to Commerce Bank, Wegmans to Whole Foods®: they're becoming the ultimate value creators. They're generating every form of value that matters: emotional, experiential, social, and financial. And they're doing it for all their stakeholders. Not because it's "politically correct": because it's the only path to long-term competitive advantage. These are the Firms of Endearment. Companies people love doing business with. Love partnering with. Love working for. Love investing in. Companies for whom "loyalty" isn't just real: it's palpable, and driving unbeatable advantages in everything from marketing to recruitment. You need to become one of those companies. This book will show you how. You'll find specific, practical guidance on transforming every relationship you have: with customers, associates, partners, investors, and society. If you want to be great—truly great—this is your blueprint. We're entering an Age of Transcendence, as people increasingly search for

higher meaning in their lives, not just more possessions. This is transforming the marketplace, the workplace, the very soul of capitalism. Increasingly, today's most successful companies are bringing love, joy, authenticity, empathy, and soulfulness into their businesses: they are delivering emotional, experiential, and social value—not just profits. Firms of Endearment illuminates this, the most fundamental transformation in capitalism since Adam Smith. It's not about "corporate social responsibility": it's about building companies that can sustain success in a radically new era. It's about great companies like IDEO and IKEA®, Commerce Bank and Costco®, Wegmans and Whole Foods®: how they earn the powerful loyalty and affection that enables truly breathtaking performance. This book is about gaining "share of heart," not just share of wallet. It's about aligning stakeholders' interests, not just juggling them. It's about building companies that leave the world a better place. Most of all, it's about why you must do all this, or risk being left in the dust... and how to get there from wherever you are now.

The final entry in this all-you-need-to-know series summarizes the best points in the previous 12 books, updates many of them, and integrates must-have knowledge into a unified, indispensable whole. • Combines knowledge, expertise, and personal experiences from a group of successful entrepreneurs • Delves into the nitty-gritty of actually starting and running a business, covering the full cycle of business ownership, not just the initial steps • Shares insights into personal growth necessary for success, including leadership and strategic management skills • Explores new ways of obtaining capital such as "crowdsourcing," soliciting for investors over the Internet

The Handbook of Research in Entrepreneurship Education is well worth reading and both editions are excellent volumes for all of us involved and interested in the debate on how to bring entrepreneurship education forward and whether to create a distinctive domain of entrepreneurship studies. Domingo Ribeiro Soriano, Academy of Management Learning & Education . . . a commendable source of reference for entrepreneurship education researchers and practitioners alike, and would make a worthy addition to a library's collection. David Douglas, International Journal of Entrepreneurial Behaviour and Research In this, the second volume of the Handbook of Research in Entrepreneurship Education, leading international scholars highlight the unique characteristics and rich variety of research in entrepreneurship education. They adopt several different perspectives, focusing on key issues and significant developments in the field, and highlighting emergent new insights. The 35 contributors span 11 countries and three continents, demonstrating not only the richness but also the complexity of the field in terms of culture, geography and institutional, ethical and political systems. The Handbook is intended to collectively assist entrepreneurship educators in developing new programmes and pedagogical approaches that take into account the richness and diversity of these multiple perspectives. Highlighting the unique characteristics of research in entrepreneurship education, this Handbook will be of great interest to entrepreneurship researchers, academics and students wishing to understand the unique notions of entrepreneurship education and entrepreneurial learning, which are often quite distinct from current practical views. The companion volume, Handbook of Research in Entrepreneurship Education, Volume 1: A General Perspective, showcases the nature and benefits of the new wave in entrepreneurship education emerging as a result of revised academic programmes developed to reflect new forms of entrepreneurship.

Every day, stocks, bonds, and currencies bounce wildly in response to new economic indicators. Money managers obsess over those statistics, because they provide crucial clues about the future of the economy and the financial markets. Now you can use these indicators to make smarter investment decisions, just like the professionals do. You don't need an economics degree, or a CPA... just this easy-to-use book. Former TIME Magazine senior economics reporter Bernard Baumohl has done the impossible: he's made economic indicators fascinating. Using real-world examples and stories, Baumohl illuminates every U.S. and foreign indicator that matters. Where to find them. What they look like. What the insiders know about their track records. And exactly how to interpret them. Whether you're an investor, broker, portfolio manager, researcher, journalist, or student, you'll find this book indispensable. Nobody can predict the future with certainty. But The Secrets of Economic Indicators will get you as close as humanly possible. What the numbers really mean... ..to stocks, bonds, rates, currencies, and you Ahead of the curve: spotting turning points Calling recessions and recoveries in time to profit from them Leading indicators: where's the economy really heading Decoding initial unemployment claims, housing starts, the yield curve, and other predictors Beyond the borders Why foreign indicators are increasingly important—and how to use them Making sense of indicators in conflict What to do when the numbers disagree Finding the data Free web resources for the latest economic data Investments "This is the most up-to-date guide to economic indicators and their importance to financial markets in print. For anyone trying to follow the economic data, this should be next to your computer so that you can understand and find the data on the Internet." David Wyss, Chief Economist, Standard and Poor's "I find Baumohl's writing fascinating. Just about anyone who's serious about understanding which way the economy is headed will want to read this book. It could be a classic." Harry Domash, Columnist for MSN Money and Publisher, Winning Investing Newsletter "Every business person or investor should keep a copy of Baumohl's book close-at-hand. It is great, at long last, to have someone who has eliminated what may have been so perplexing to so many and to have done so with such remarkable clarity." Hugh Johnson, Chief Investment Officer, First Albany "Bernie Baumohl has written a "must read" educational and reference book that every individual investor will find indispensable for watching, monitoring, and interpreting the markets." Allen Sinai, President and Chief Global Economist, Decision Economics, Inc. "Baumohl has a gift for taking a complicated subject and allowing it to read like a fast-moving novel. I recommend this book if you care about your future finances." Morris E. Lasky, CEO, Lodging Unlimited, Inc.—manager and consultant for \$6 billion in hotel assets; Chairman, Lodging Conference; Chairman, International Hotel Conference "I think this is an excellent book. It's well written, accessible to a variety of readers, deals with an interesting and important subject, and covers the topic well. It deserves to get a lot of notice and use." D. Quinn Mills, Alfred J. Weatherhead Jr., Professor of Business Administration, Harvard Business School The fascinating, plain-English guide to economic indicators: what they mean, and how to use them. Unemployment. Inflation. Consumer confidence. Retail sales... Every morning brings new economic statistics. Which economic indicators really matter? What do they mean for stocks, bonds, interest rates, currencies...your portfolio? How can you use them to make faster, smarter investment decisions? Simple, clear, non-technical, friendly, usable...the only book of its kind! By former renowned TIME Magazine economics journalist Bernard Baumohl. © Copyright Pearson Education. All rights reserved.

A radically new world is taking shape from the ashes of yesterday's nation-based economic world. To succeed, you'll need to act on a global stage - and master entirely new rules about the sources of economic power and the drivers of growth. In The Global Stage, legendary business strategist Kenichi Ohmae synthesizes today's emerging trends into the first coherent view of tomorrow's global economy, and its implications for politics, business, and personal success. As important as Huntington's The Clash of Civilizations, as fascinating and relevant as Friedman's The Lexus and the Olive Tree, this book doesn't just explain what's happened: it prepares you for what will happen next. This book outlines and illustrates strategies that you must employ to protect your intellectual property. There are legal means available to you, and this book defines these means and explains them in plain language. If you want to protect your innovative product and service from your competition this book shows you how. It also provides you with the steps and actions needed to generate competitive advantage and profit for your company.

50,000 copies sold, now in paperback... If you can think impossible thoughts, then you can do impossible things!! The power of change: create new thinking for new solutions! Includes a new introduction demonstrating the "power of impossible thinking," plus access to exclusive book summary and authors' interview at the book's companion Web site. The Power of Impossible Thinking is about getting better at making sense of what's going on around you so you can make decisions that respond to reality, not inaccurate or obsolete models of the world. This

bestseller reveals how mental models stand between you and the truth and how to transform them into your biggest advantage! Learn how to develop new ways of seeing, when to change to a new model, how to swap amongst a portfolio of models, how to understand complex environments and how to do "mind R and D," improving models through constant experimentation. Jerry Wind and Colin Crook review why it's so hard to change mental models and offer practical strategies for dismantling "hardened missile silos". Finally they show how to access models quickly through intuition, and assess the effectiveness of any mental model. Purchasers of this book gain access to audio summaries on a companion web site, along with a new half-hour interview with the authors.

You're growing fast. You're profitable. Maybe they're even writing great things about you in the business press. But, just beneath the surface, are you incubating the seeds of disaster? It's happened over and over again, in one industry after another, to companies ranging from IBM to Upjohn. In this book, Lars Kolind helps you uncover the earliest signs of trouble--and reignite a powerful new growth cycle. Drawing upon his own experience as the CEO who turned around Oticon, the world's top manufacturer of hearing aids, Kolind introduces a comprehensive toolbox for revitalizing mature organizations: tools for creating consensus around change, using staff more effectively, promoting innovation, and much more. Finally, he applies his tools to a wide range of organizations in decline, including the U.S. auto industry. The result: specific, practical advice you can adapt to galvanize your organization, no matter how well you're doing today.

If you are an entrepreneur starting a new venture, this book provides the information you need to choose your initial team of cofounders and employees. It shows you how to piece individual skills, talents and abilities into a cohesive structure that is prepped for success and follows with advice on how to continue using the same principles beyond the founding team far into the future.

Most global businesses focus nearly all their efforts on selling to the wealthiest 14% of the world's population. It's getting harder and harder to make a profit that way: these markets are oversaturated, overcompetitive, and declining. The Invisible Market shows how to unleash new growth and profitability by serving the other 86%. Vihajan Mahajan offers detailed strategies and implementation techniques for product design, pricing, packaging, distribution, advertising, and more. Discover radically different 'rules of engagement' that make emerging markets tick, and how European and Asian companies are already driving billions of dollars in sales there. Mahajan shows how to understand and manage lack of infrastructure and media, low literacy levels, and 'unconventional' consumer behavior. Learn how to redefine the 'real' competition; tap into the informal economy and unconventional channels; leverage expatriate word-of-mouth; pool demand to reach critical mass; piggyback innovations on local tradition; and price and package to reflect local realities. As traditional markets become increasingly unprofitable, emerging markets become the #1 opportunity for growth.

This book presents stories of entrepreneurial success in diverse sectors food products, socialservice, retail, education, pharmaceuticals, software, designing, consultancy, hospitality,outsourcing, etc. the book aims to inculcate in the readers different entrepreneurial capabilitiesrequired at different stages of business lifecycle start-up, growth, and maturity.

Traditional "push/pull" marketing no longer works. Even highly-touted customer relationship initiatives are failing. Smart companies are pioneering an entirely new route to higher margins and sustainable competitive advantage: customer advocacy. This book reveals how it works, why it works, and how to make it work for your company.

This book provides the state of the art in the simulation and gaming study field by systematically collecting excellent papers presented at the 46th International Simulation and Gaming Association annual conference held in Kyoto 17–25 July 2015. Simulation and gaming has been used in a wide variety of areas ranging from early childhood education and school-age children, universities, and professional education, to policy exploration and social problem solving. Moreover, it now been drastically changing its features in the Internet Of Things (IOT) society while taking over a wide variety of aliases, such as serious games and gamification. Most of the papers on which this book's chapters are based were written by academic researchers, both up-and-coming and well known. In addition, simulation and gaming is a translational system science going from theory to clinical cross-disciplinary topics. With this book, therefore, graduate students and higher-level researchers, educators, and practitioners can become familiar with the state-of-the-art academic research on simulation and gaming in the network society of the twenty-first century.

First book that presents a visual toolkit for the front end of innovation.

Franchising can offer businesses a powerful new source of growth and improved financial performance. Now, Dr Scott A. Shane helps businesses systematically assess the pros and cons of franchising, and offers proven best practices for building a successful system.

Innovating is for doers: you don't need to wait for an earth-shattering idea, but can build one with a hunch and scale it up to impact.

Innovation is the subject of countless books and courses, but there's very little out there about how you actually innovate. Innovation and entrepreneurship are not one and the same, although aspiring innovators often think of them that way. They are told to get an idea and a team and to build a show-and-tell for potential investors. In Innovating, Luis Perez-Breva describes another approach—a doer's approach developed over a decade at MIT and internationally in workshops, classes, and companies. He shows that to start innovating it doesn't require an earth-shattering idea; all it takes is a hunch. Anyone can do it. By prototyping a problem and learning by being wrong, innovating can be scaled up to make an impact. As Perez-Breva demonstrates, "no thing is new" at the outset of what we only later celebrate as innovation. In Innovating, the process—illustrated by unique and dynamic artwork—is shown to be empirical, experimental, nonlinear, and incremental. You give your hunch the structure of a problem. Anything can be a part. Your innovating accrues other people's knowledge and skills. Perez-Breva describes how to create a kit for innovating, and outlines questions that will help you think in new ways. Finally, he shows how to systematize what you've learned: to advocate, communicate, scale up, manage innovating continuously, and document—"you need a notebook to converse with yourself," he advises. Everyone interested in innovating also needs to read this book.

The iPod is a harbinger of a revolution in product design: innovation that targets customer emotion, self-image, and fantasy, not just product function. Read the hidden stories behind BodyMedia's SenseWear body monitor, Herman Miller's Mirra Chair, Swiffer's mops, OXO's potato peelers, Adidas' intelligent shoes, the new Ford F-150 pickup truck, and many other winning innovations. Meet the innovators, learning how they inspire and motivate their people, as they shepherd their visions through corporate bureaucracy to profitable reality. The authors deconstruct the entire process of design innovation, showing how it really works, and how today's smartest companies are innovating more effectively than ever before.

Offering a deep insight into the venture capital deal-making process, Raising Venture Capital also provides valuable introduction to the subject. The book is practical in focus but based on sound academic theory, research and teaching materials gathered over the last 4 years at Tanaka Business School. Part one covers the history of the venture capital industry, shows why entrepreneurs need venture capital

finance, and looks at how venture capitals raise and structure their funds. It also covers valuation methods for venture capital investments, and portfolio management. Part two illustrates how successful entrepreneurs raise finance from venture capitals, and gives details on how to approach venture capitals, how to choose the right venture capital firm, and how venture capitals and entrepreneurs work together after the deal is done. Part three gives a blow-by-blow account of the structure of a venture capital deal.

Harvard Business School's Michael Roberto draws on powerful decision-making case studies from every walk of life, showing how to promote honest, constructive dissent and skepticism; use it to improve decisions; and align organizations behind those decisions. Learn from disasters like the Space Shuttle Columbia and JFK's Bay of Pigs Invasion, from successes like Sid Caesar and Bill Parcells, from George W. Bush's decision-making after 9/11. Roberto complements his compelling case studies with extensive new research on executive decisionmaking. Discover how to test and probe a management team; when 'yes' means 'yes' and when it doesn't; and how to build real consensus that leads to action. Gain important new insights into managing teams, mitigating risk, promoting corporate ethics, and much more.

A major issue of dynamic growth management is the coordination of current requirements of the company with demands that have to be met in the future. Prof. PhD Rico J. Baldegger is Director and Professor of Strategy, Innovation and Entrepreneurship at the School of Management Fribourg (HEG-FR), Switzerland. He has studied at the Universities of St. Gallen and Fribourg, Switzerland. His research activities concentrate on innovative start-ups, the entrepreneurial behavior of individuals and organizations, as well as the phenomenon of rapid-growth companies. He has published several books and articles and, since the beginning of the 1990s, he has been the manager of a business for company development. Moreover, he is a serial entrepreneur, as is demonstrated by the many companies he has created.

La discussion autour de la stratégie, la structure et la culture la trilogie magique considère naturellement l'innovation et le changement en profondeur. Une entreprise ne peut être viable à long terme que si elle intègre les caractéristiques liées à l'innovation et au changement. La structure du livre s'articule vers cette intégration. La première partie comprend tous les concepts et méthodes de base utiles à la compréhension générale du management. La deuxième partie, traitant du management orienté système, met en évidence les approches systémiques pour expliquer les interactions entre les éléments de l'entreprise et son environnement. La trilogie magique, présentée dans la troisième partie, articule le management intégré autour de trois dimensions essentielles à la viabilité d'une entreprise : sa stratégie, sa structure et sa culture. La quatrième partie précisant le développement de l'entreprise vers l'innovation et le changement en tant qu'évolution par rapport aux aspects fondamentaux du management précédemment exposés. Ce livre fournit les bases du management aux étudiants en économie (accord de Bologne) et aux étudiants suivant une formation continue en management. Ces bases du management pourront aussi être utilisées par des praticiens pour leur permettre d'obtenir une meilleure compréhension du management dans son application.

Macroeconomic research on human capital - the stock of human capabilities and knowledge - has been extensively published but to date the literature has lacked a comprehensive analysis of human capital within the organization. The Oxford Handbook of Human Capital has been designed to fill that gap, providing an authoritative, inter-disciplinary, and up to date survey of relevant concepts, research areas, and applications. Specially commissioned contributions from over 40 authors reveal the importance of human capital for contemporary organizations, exploring its conceptual underpinnings, relevance to theories of the firm, implications for organizational effectiveness, interdependencies with other resources, and role in the future economy. Unlike neoclassical macroeconomic concepts of human capital, human capital in organizations is shown to be dynamic and heterogeneous, requiring new theories and management frameworks. The systemic role of human capital is explored, revealing it as the lynchpin of social, structural and other forms of intangible and tangible capital. Connections between human capital and organizational performance are investigated from HR management, procurement, alignment, value appropriation, and accounting perspectives. Links between micro and macro perspectives are provided through analyses of inter firm human capital mobility, national and regional human capital formation regimes and industry employment relations practices. This Handbook is designed for scholars and graduate students of organization and management theory, strategy, entrepreneurship, knowledge and intellectual capital, accounting, IT, HR, IR, economic sociology and cultural studies. For policy makers and practitioners it should provide an up to date guide to the nature and role of human capital in contemporary organizations and the roles that government, industry and other extra firm institutions can play in facilitating its development.

'Generative Emergence' provides insight into the non-linear dynamics that lead to organizational emergence through the use of complexity sciences. The book explores how the model of generative emergence could be applied to enact emergence within and across organizations.

Extraordinary Is a Choice In On Purpose, productivity expert Tanya Dalton propels you to ask and answer your own deepest questions. Offering cutting-edge research and thought-provoking infographics, she leads you through innovative exercises designed to help you understand how to create a map to your ideal future; actionable strategies to move forward with confidence; simple shifts to turn unexpected obstacles into opportunities; and daily steps you can take toward a more fulfilling life. Tanya doesn't tell you what to think. She empowers you to choose how to think. She doesn't help you fit in with the status quo; instead she shakes the foundation of how you view the world. Because it's your world, and it's filled with opportunities you might not even realize are there. Living On Purpose isn't about changing who you are. It's about rising up and becoming the best version of you. It's about adjusting your mindset so you can discover your daily choices. It's about finding the unhurried purpose that is hidden in each one of your days when you stay true to your soul's path. It's Time to Choose to Be Extraordinary

Managers, entrepreneurs, and venture capitalists all seek to maximize the financial returns from innovation, and profits are driven largely by the quality of the opportunities they pursue. Based on a structured and process driven approach "innovation tournaments" this book demonstrates how to systematically identify exceptional opportunities for innovation. An innovation tournament, just like its counterpart in sports, starts with a large number of candidates, with opportunities as the players. These opportunities are pitted against each other until only the exceptional survive. This book provides a principled approach for the effective management of innovation tournaments identifying a wealth of promising opportunities and then evaluating and filtering them intelligently for greatest profitability. With a set of practical tools for creating and identifying new opportunities, it guides the reader in evaluating and screening opportunities. The book demonstrates how to construct an innovation portfolio and how to align the innovation process with an organization's competitive strategy. Innovation Tournaments employs quirky, fresh examples ranging from movies to medical devices. The authors' tool kit is built on their extensive research, their entrepreneurial backgrounds, and their teaching and consulting work with many highly innovative organizations

This book provides basic management knowledge in a clearly structured way. Fundamental aspects of management are described, on the basis of which a model of the enterprise is outlined. This allows readers to find their way around easily, to reflect, then to set new approaches in context and examine them in a critical light. The practical examples, the

interpretation questions, and the short case studies at the end of the chapters facilitate the transition from theory to practice.

A comprehensive, eye-opening exploration of what dreams are, where they come from, what they mean, and why we have them. Questions on the origins and meaning of dreams are as old as humankind, and as confounding and exciting today as when nineteenth-century scientists first attempted to unravel them. Why do we dream? Do dreams hold psychological meaning or are they merely the reflection of random brain activity? What purpose do dreams serve? When Brains Dream addresses these core questions about dreams while illuminating the most up-to-date science in the field. Written by two world-renowned sleep and dream researchers, it debunks common myths—that we only dream in REM sleep, for example—while acknowledging the mysteries that persist around both the science and experience of dreaming. Antonio Zadra and Robert Stickgold bring together state-of-the-art neuroscientific ideas and findings to propose a new and innovative model of dream function called NEXTUP—Network Exploration to Understand Possibilities. By detailing this model's workings, they help readers understand key features of several types of dreams, from prophetic dreams to nightmares and lucid dreams. When Brains Dream reveals recent discoveries about the sleeping brain and the many ways in which dreams are psychologically, and neurologically, meaningful experiences; explores a host of dream-related disorders; and explains how dreams can facilitate creativity and be a source of personal insight. Making an eloquent and engaging case for why the human brain needs to dream, When Brains Dream offers compelling answers to age-old questions about the mysteries of sleep.

If you're starting a business, your best odds of success are in high technology industries: not just computing and telecom, but also biotech, aerospace, electronics, manufacturing and materials, medical devices, pharmaceuticals, robotics, and other knowledge-intensive fields. This book is the first complete framework for entrepreneurs who want to start high technology businesses.

In IT Services, the businesses are managed with a customer-centric approach. This book, through various concepts, processes and stages, explores the need and framework of IT Services business, and how they are managed to deliver services par excellence. The book comprehensively explains how ITSE (IT Services Enterprises) strategies are analyzed and formulated with the help of three-dimensional cube—customer-centricity, niche vs. end-to-end offering and disruptive innovation vs. gradual innovation. The book further teaches that a good marketing must start with an integrative vision of the ITS Enterprise, and reveals how a customer plays a dominant role in co-creating IT Services. It also details on the various stages of sales cycle called Sales funnel, and how the sales team manages the sales opportunity's progress. The concluding chapters discuss the aspects needed for the survival and growth of the ITSE firms; the factors that propel growth—Demand, Quality of the business environment and Supply response of an enterprise. It also shows how the future of the IT Services depend on the combination of—Business environment, Information and Communication Technology (ICT) trends, IT Services business model trends and IT governance trends. The book is well-supported with the diagrams and illustrations to explain the concepts clearly. The Review Questions are also incorporated to analyze the students' learning skills. The book is intended for the postgraduate students of business administration, MCA and MSc (IT). Besides, the book will also be beneficial for the IT Services executives and managers.

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