



Creating the Entrepreneurial Organisation

By Roger Cartwright

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Creating the Entrepreneurial Organisation, Roger Cartwright, This is the fast track route to creating a truly entrepreneurial culture in any organization. This book covers all the critical behaviors of entrepreneurial organizations, from risk taking to growth, and from leadership to motivation. It includes examples and lessons from benchmark businesses, including Microsoft, easyJet and Star Cruises. It also includes a glossary of key concepts and a comprehensive resources guide. "ExpressExec" is a unique business resource of one hundred books. These books present the best current thinking and span the entire range of contemporary business practice. Each book gives you the key concepts behind the subject and the techniques to implement the ideas effectively, together with lessons from benchmark companies and ideas from the world's smartest thinkers. "ExpressExec" is organised into ten core subject areas making it easy to find the information you need: Innovation, Enterprise, Strategy, Marketing, Finance, Operations and Technology, Organizations, Leading, People, and Life and Work. "ExpressExec" is a perfect learning solution for people who need to master the latest business thinking and practice quickly.



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