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## Entrepreneurship and Innovation: Global Insights from 24 Leaders: A Compilation of Insights and Best Practices from Leading Entrepreneurs and Innovators

By James C Barrood

Rothman Institute of Entrepreneurship. Paperback. Book Condition: New. Paperback. 184 pages. Dimensions: 7.8in. x 5.1in. x 1.0in. A compilation of insights from leading entrepreneurs and innovators. These pages are filled with intimate discussions from the people who redefine the business world every day. A brilliant demonstration of Rothman Institute of Entrepreneurship's dedication to the entrepreneurial and innovative spirit. Featured executives include for-profit entrepreneurs, social entrepreneurs and corporate and nonprofit innovators. They include top leaders from Cisco, Merck, Campbell Soup, Avon, Schering-Plough, Ecko, Harvard Business School and the United Nations, among others. Book includes access to the videos of their lectures and interviews. Corporate innovators include: Andrea Jung, Avon - Innovation at Avon; Douglas Conant, Campbell Soup Company - Mission Driven Innovation; Fred Hassan, Warburg Pincus, Schering-Plough - Customer Focus: A Prescription for Driving Innovation; Mervyn Turner, Merck - Building Merck's Future through Open Innovation; Carlos Dominguez, Cisco - Leveraging Collaboration for Innovation; Charles Cascio, Educational Testing Service - The Evolution of an Innovative Business Unit; Peter Weefald, Gen One Ventures, Circuit City - The Eight Golden Rules of Entrepreneurship; Entrepreneurs include: Seth Gersberg, Marc Ecko Enterprises - How I Quit Treading Water and Learned to Swim; Gregory Olsen.

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