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Entrepreneurship as Strategy: Competing on the Entrepreneurial Edge (Entrepreneurship the Management of Growing Enterprises)

G. Dale Meyer, Kurt Allen Heppard
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ENTREPRENEURSHIP AS STRATEGY

Competing on the
Entrepreneurial Edge



Edited by
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(Entrepreneurship the Management of Growing Enterprises):

The creation of innovative products and services by entrepreneurs is often cited as one of the key strengths of the current American economy. Academics and executives alike are beginning to recognize the advantages of innovation and real-time experimentation over traditional strategic planning processes. Large firms find they need to create strategies that are entrepreneurial, and emerging firms are recognizing the importance of a continuing emphasis on entrepreneurship in their long-term strategic vision.

". . . the book is well worth reading, primarily by strategists considering how to make their existing research and teaching more entrepreneurial and therefore more useful in these changing times." -- Steven C. Michael." . . . the book is well worth reading, primarily by strategists considering how to make their existing research and teaching more entrepreneurial and therefore more useful in these changing times." --Steven C. Michael." . . . the book is well worth reading, primarily by strategists considering how to make their existing research and teaching more entrepreneurial and therefore more useful in these changing times." --Steven C. Michael-. . . the book is well worth reading, primarily by strategists considering how to make their existing research and teaching more entrepreneurial and therefore more useful in these changing times.- --Steven C. Michael ". . . the book is well worth reading, primarily by strategists considering how to make their existing research and teaching more entrepreneurial and therefore more useful in these changing times."nbsp; (Steven C. Michael)