

Autumn 2020

**Books for Academics
and
Resources for Booksellers**



Agenda

- Adoptions
- Inspection copies
- eBooks
- Instructor and students resources
- 2020 publications
- Study Skills and Research Methods 2020
- Resources for booksellers
- Q&A



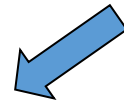
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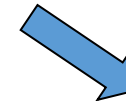
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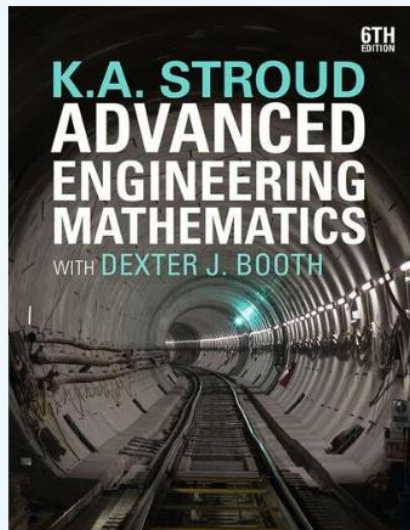
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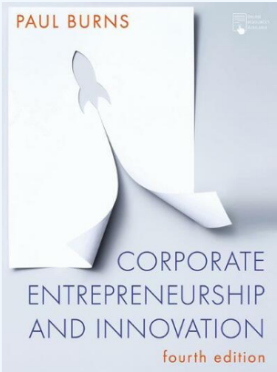
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Corporate Entrepreneurship and Innovation (4th Edition)

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[Paul Burns](#)

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by Paul Burns

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Corporate Entrepreneurship Audit

Flashcards

Interactive Video Links

Leadership Quiz

Links to Interactive Tests

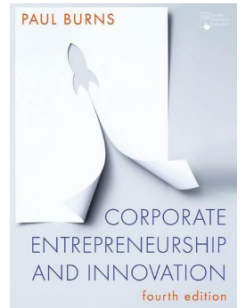
Multiple Choice Questions

NVC Framework

+ ABOUT THIS BOOK

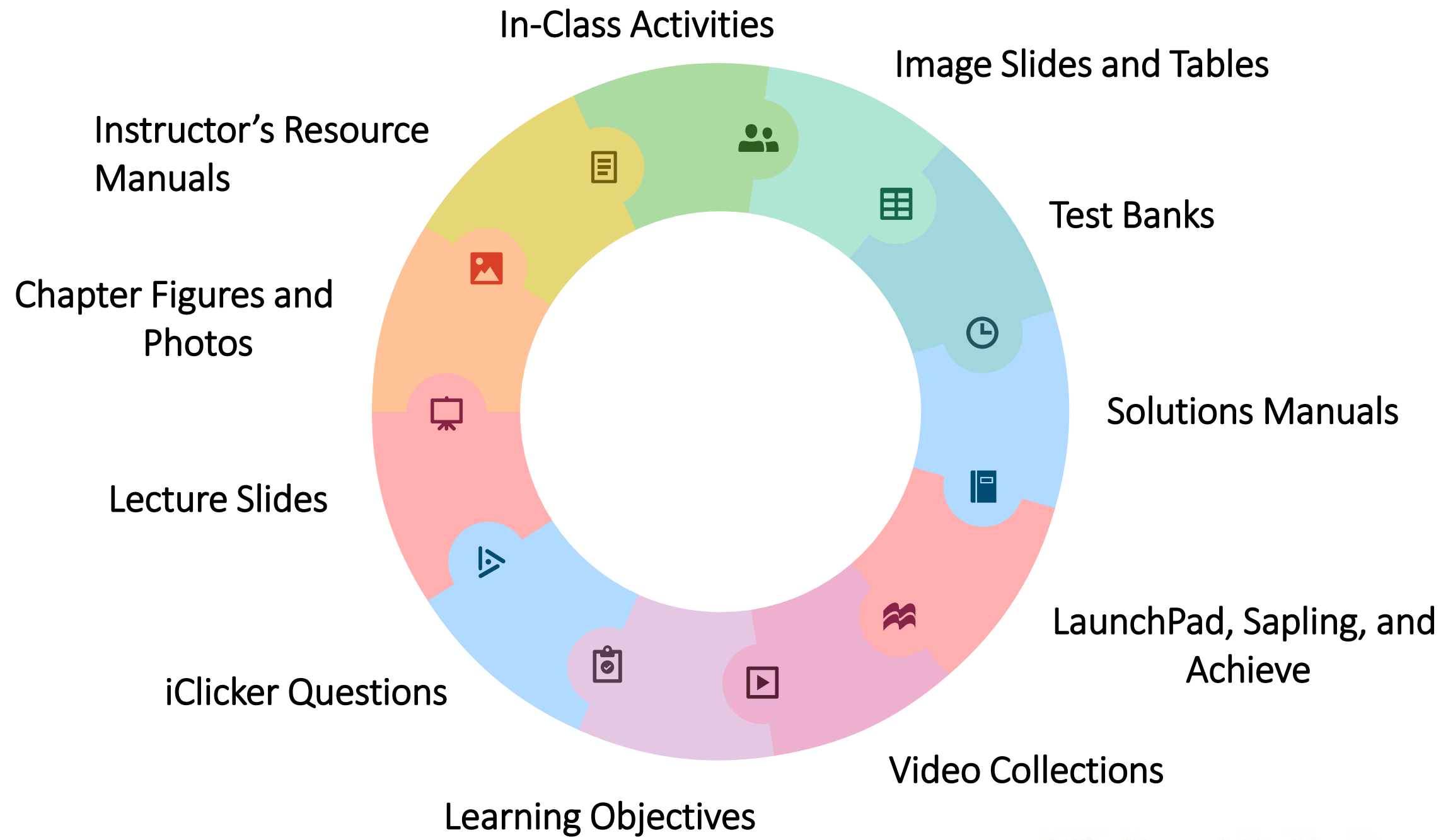
Written by a highly regarded expert on entrepreneurship, this bestselling textbook provides an engaging and comprehensive overview of corporate entrepreneurship. Now in its fourth edition and fully revised throughout, this accessible text is structured in four key parts that cover everything a student needs to know about the topic.

After an initial consideration of what constitutes corporate entrepreneurship and innovation, the author then guides students through the four pillars of entrepreneurial architecture: culture, structure, leadership and strategy. The third section focusses on the entrepreneurial mind-set, including how to encourage creativity, business ideas and developing concepts. Finally, the book draws attention to corporate venturing, examining venture teams, intrapreneurs, market development and the role of shareholder value.



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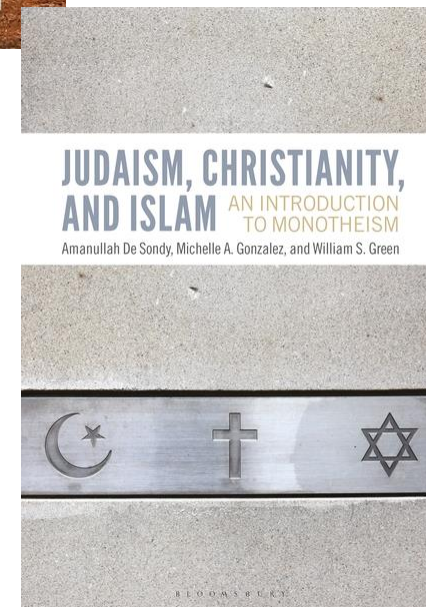
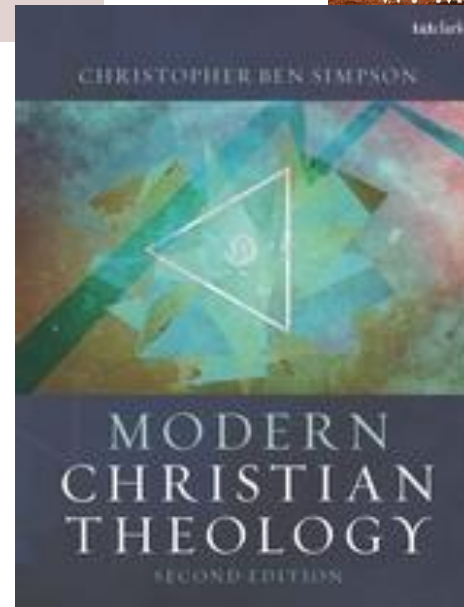
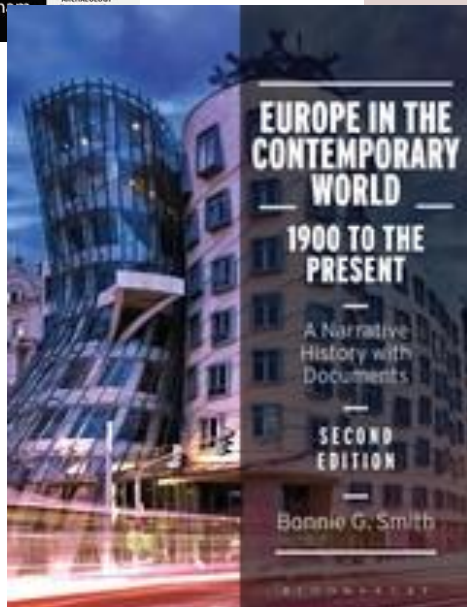
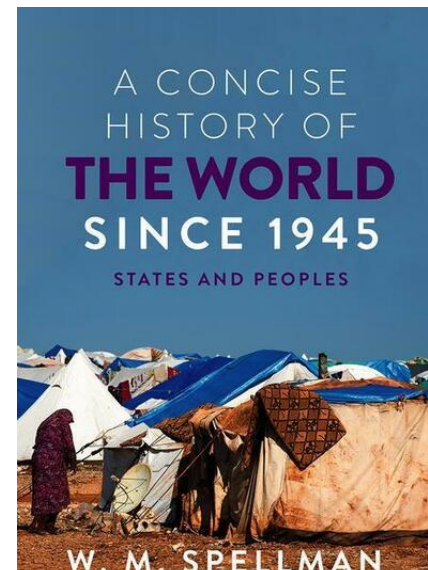
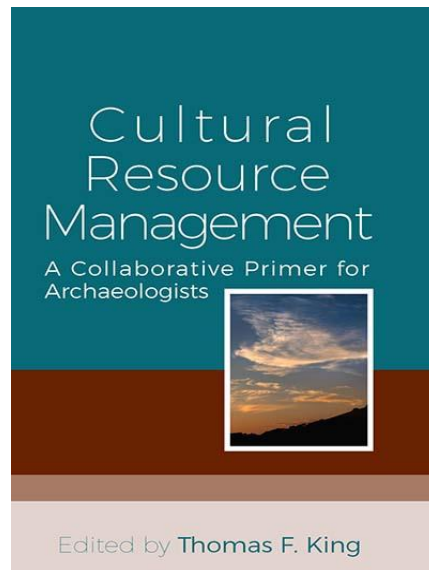
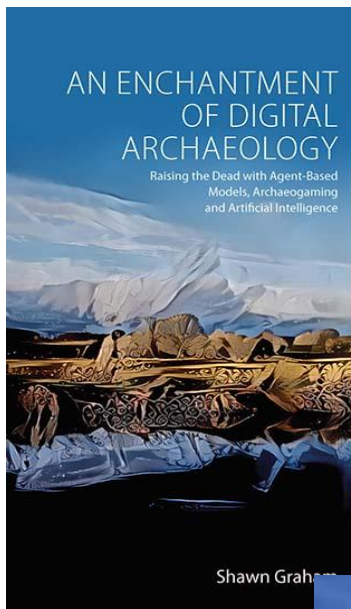


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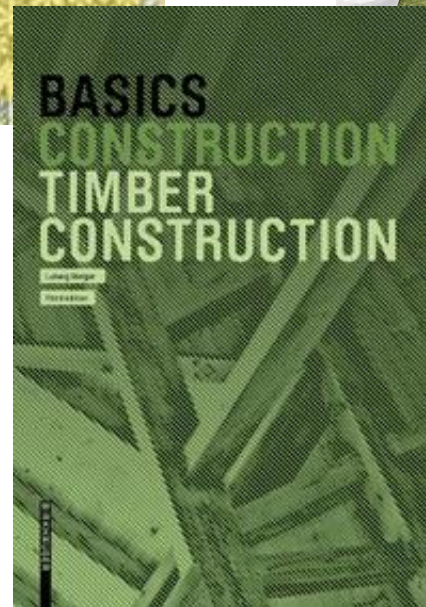
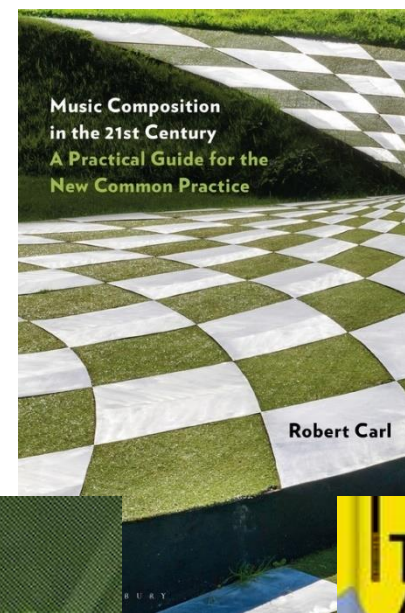
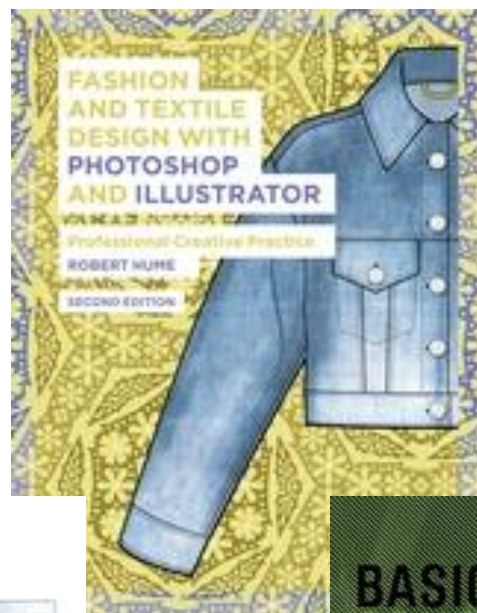
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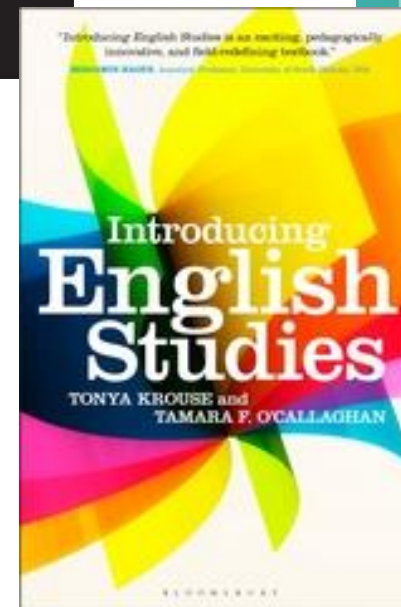
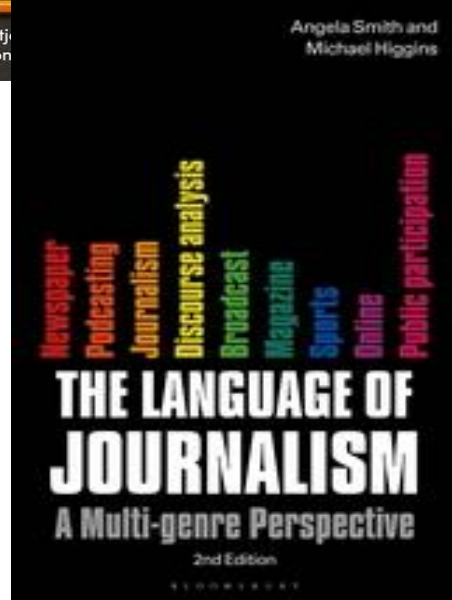
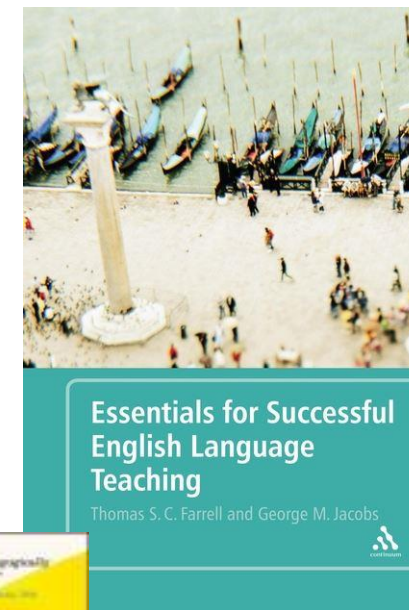
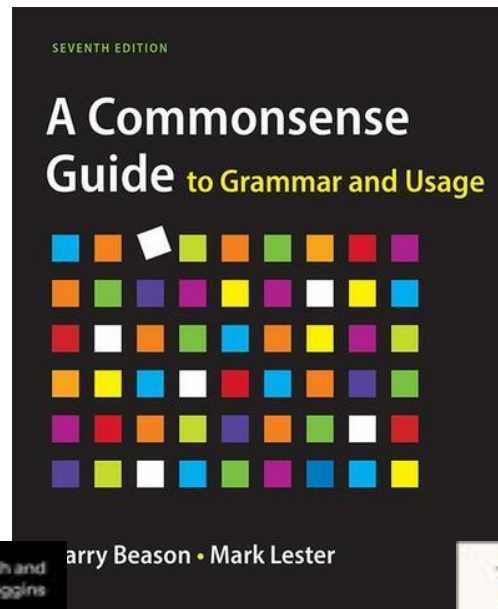
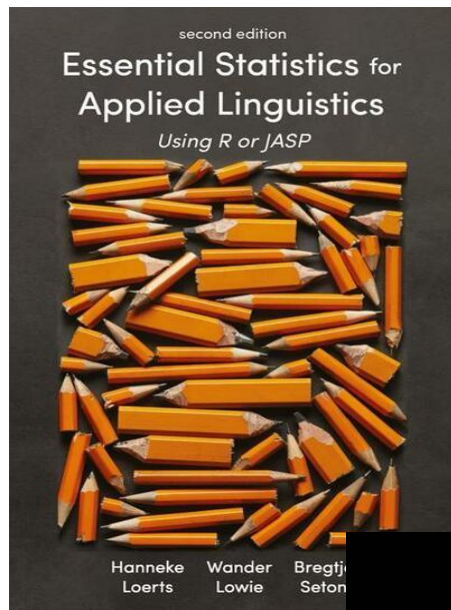
Humanities



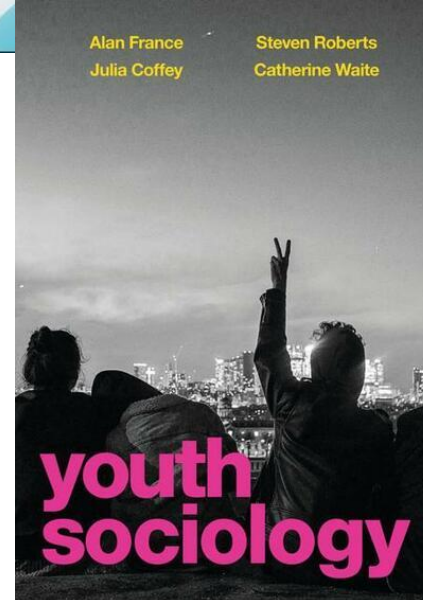
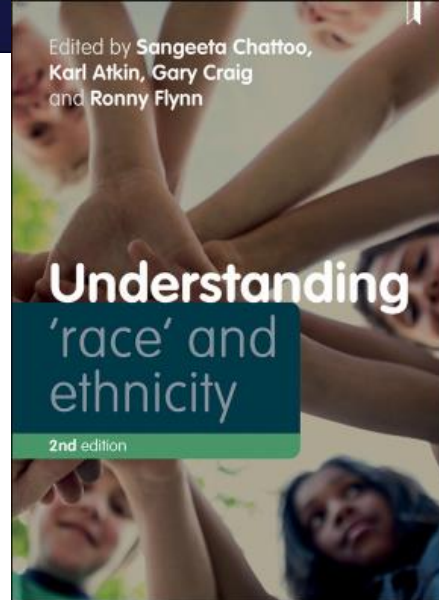
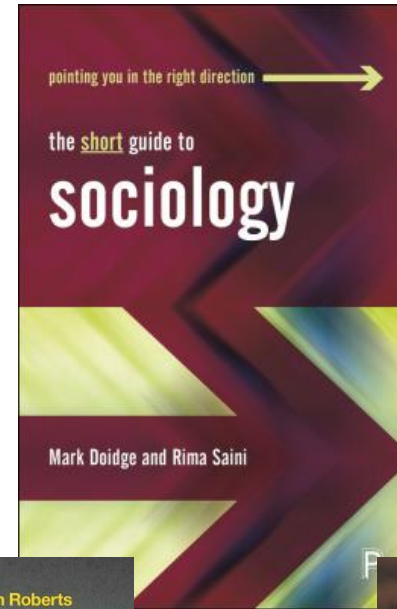
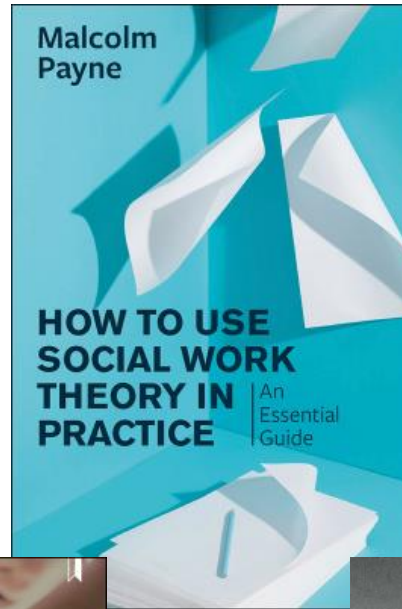
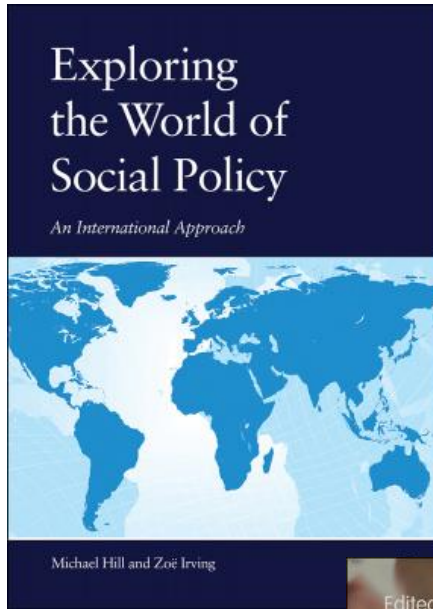
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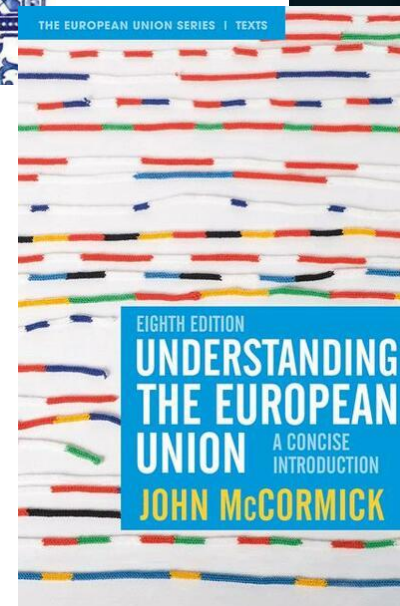
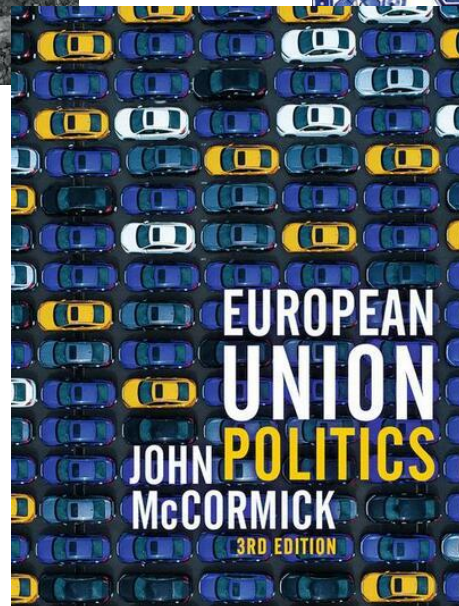
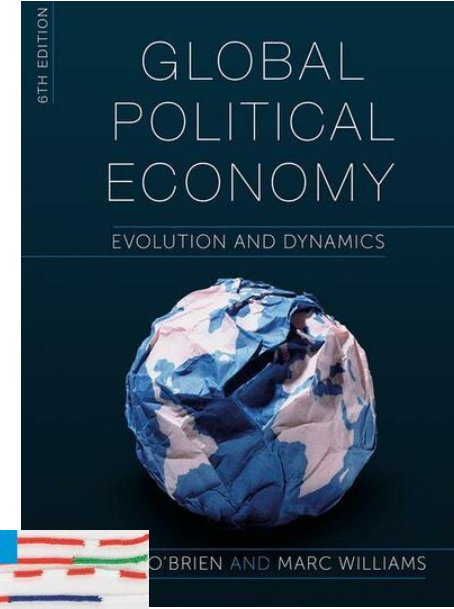
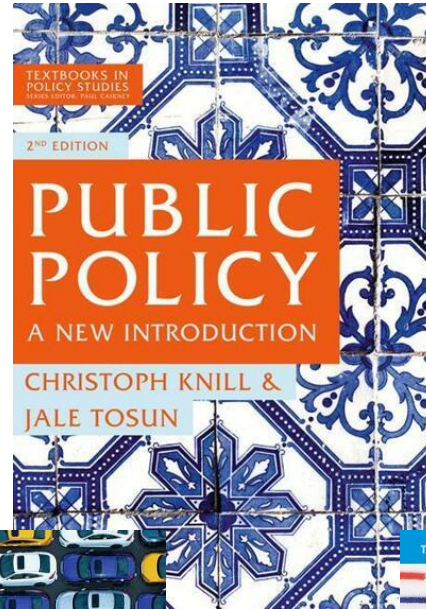
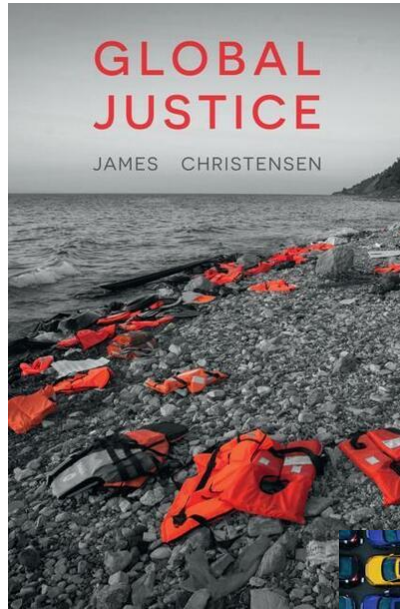
Linguistics and Literary Studies



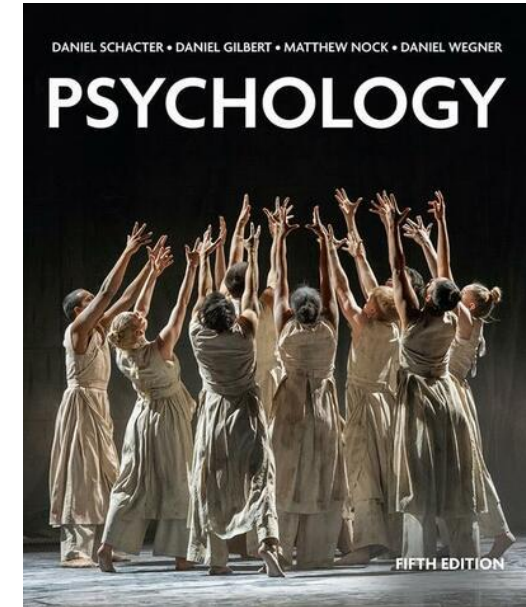
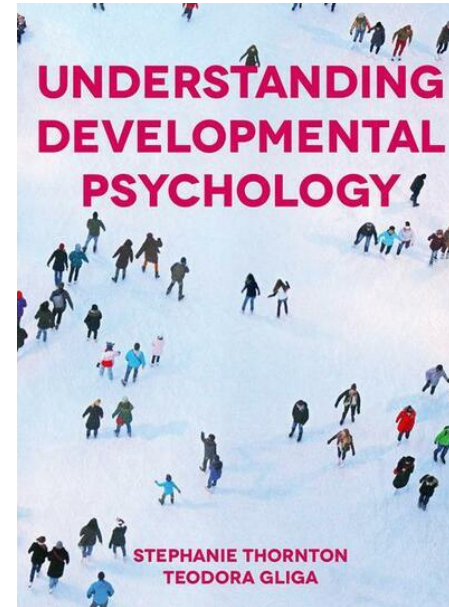
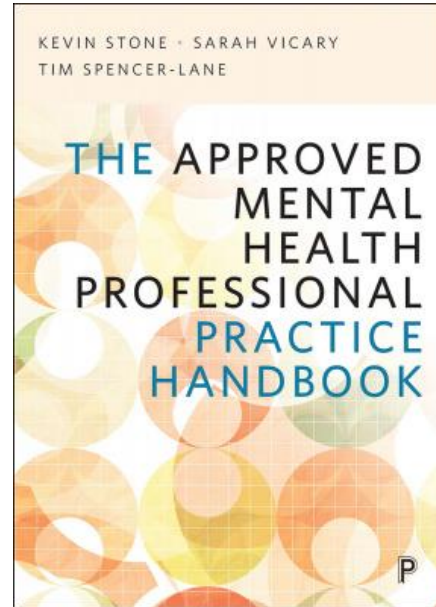
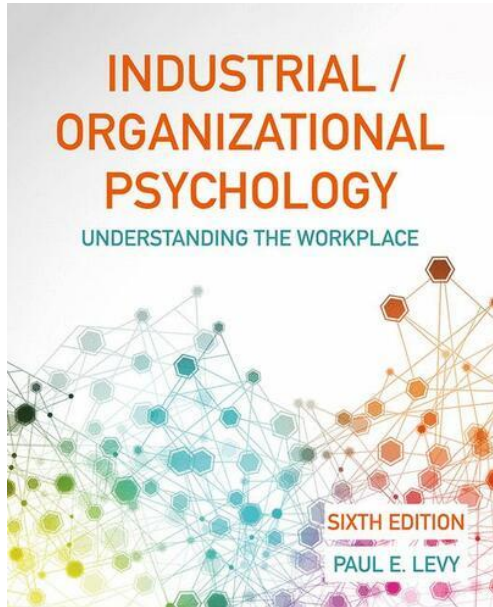
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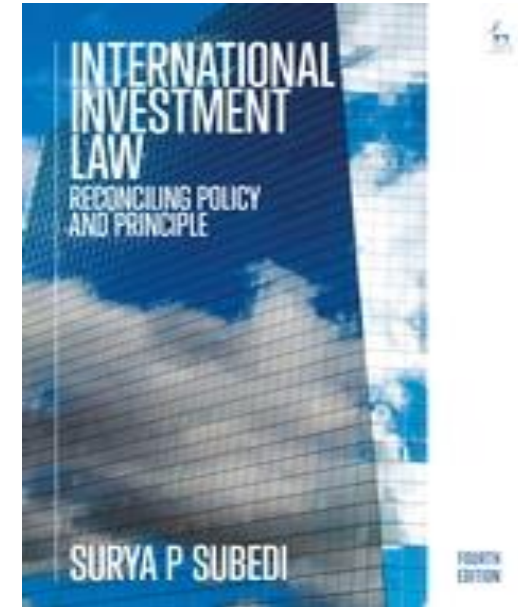
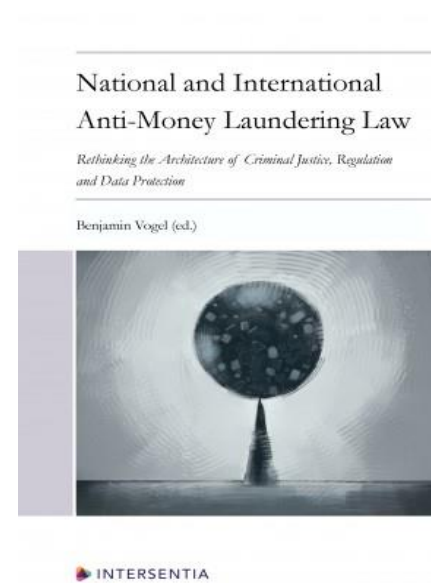
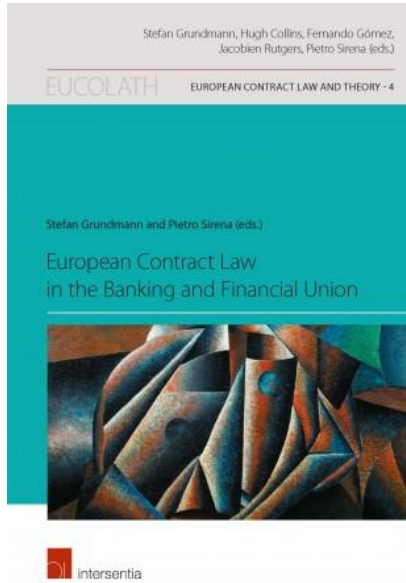
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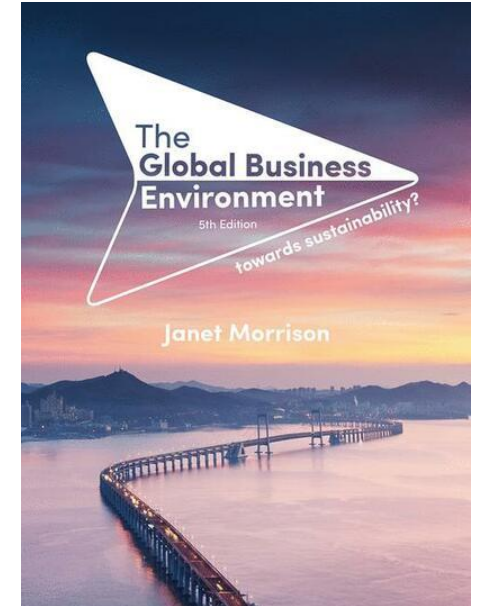
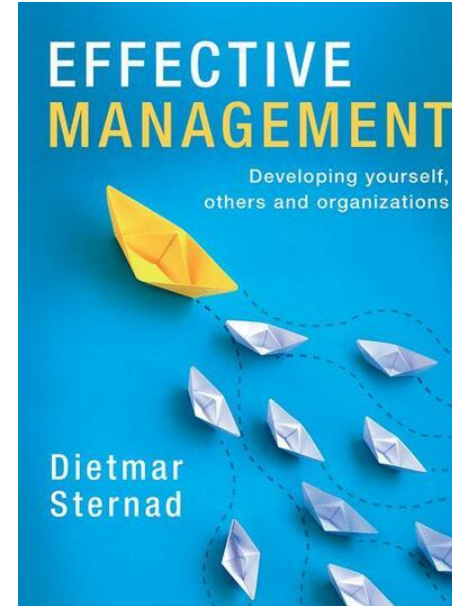
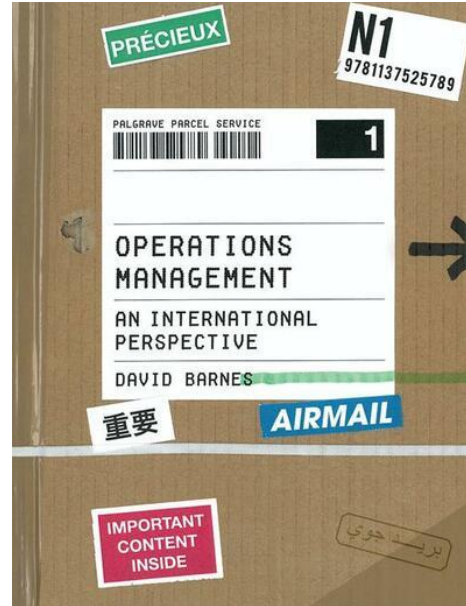
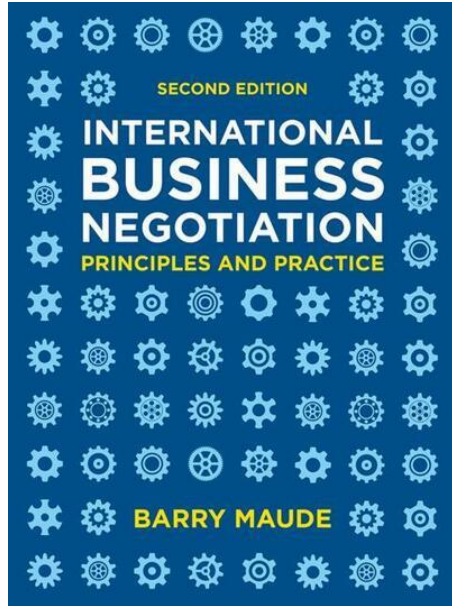
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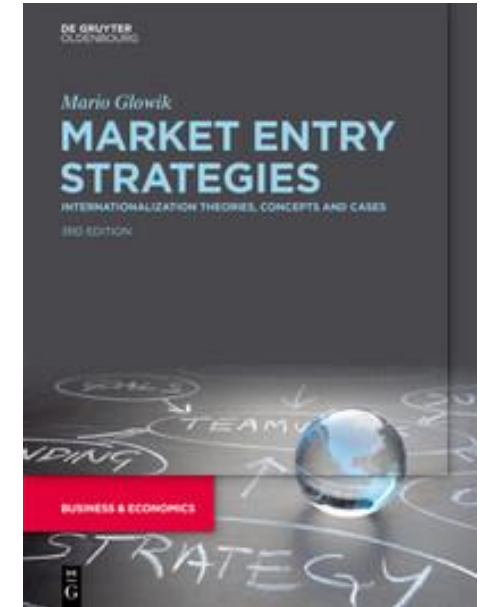
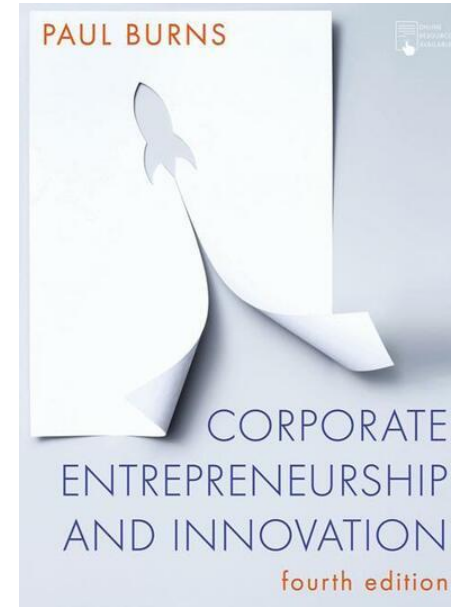
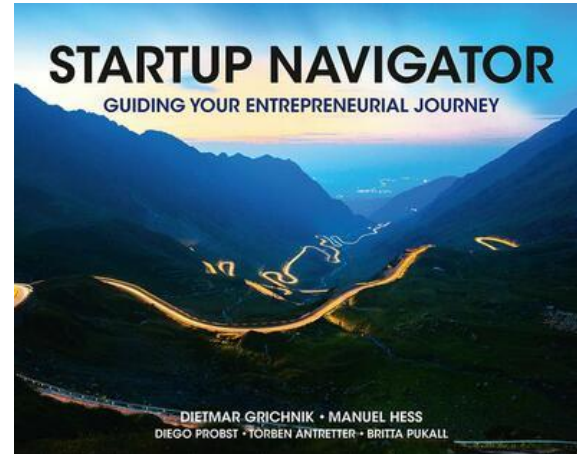
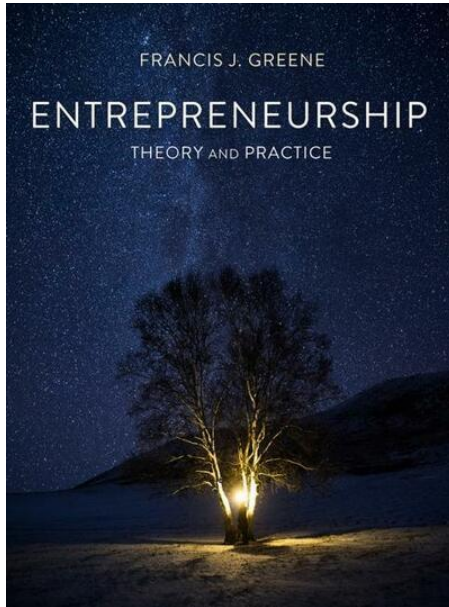
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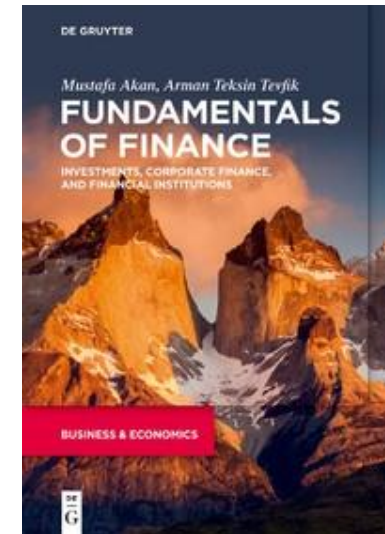
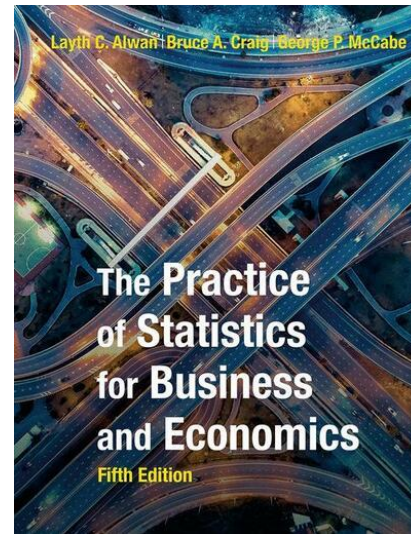
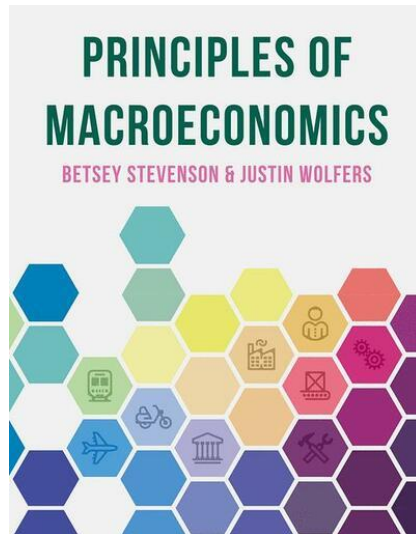
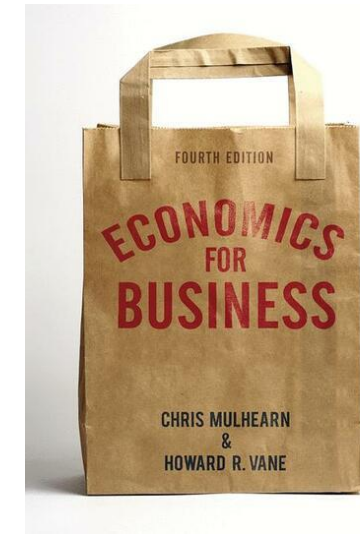
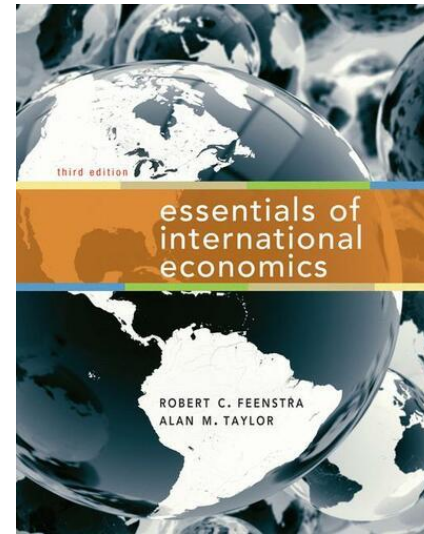
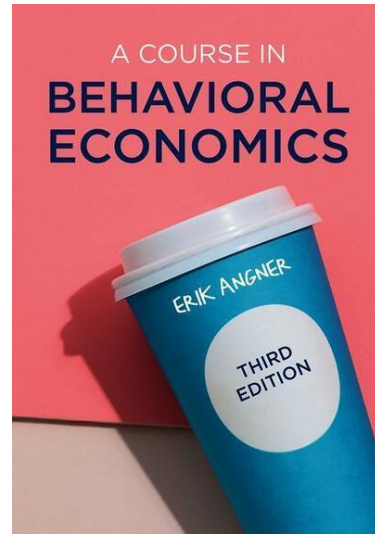
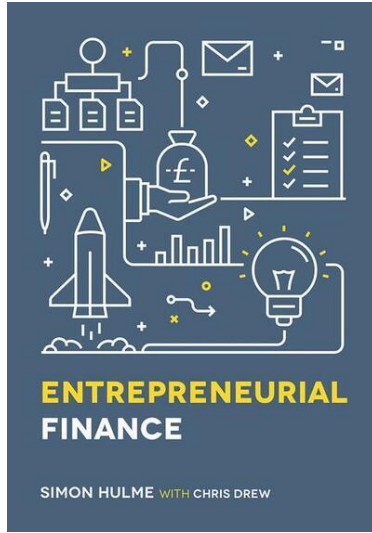
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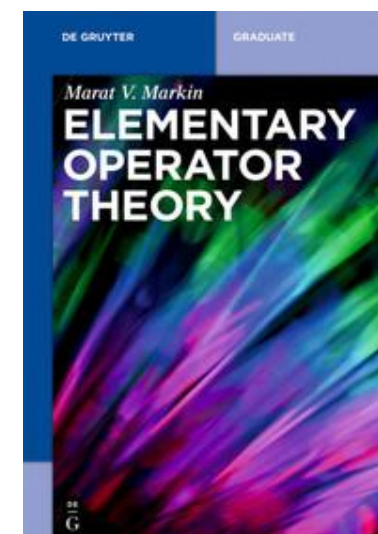
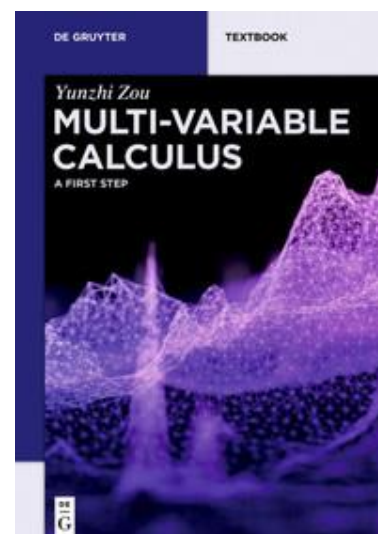
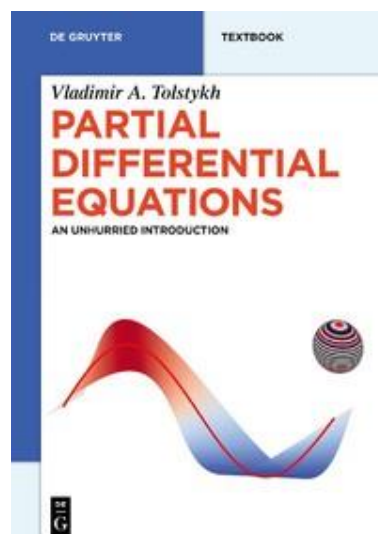
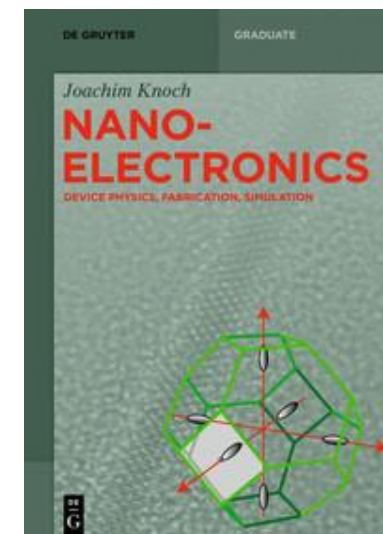
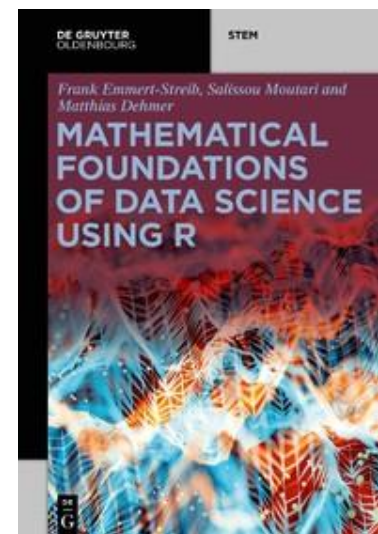
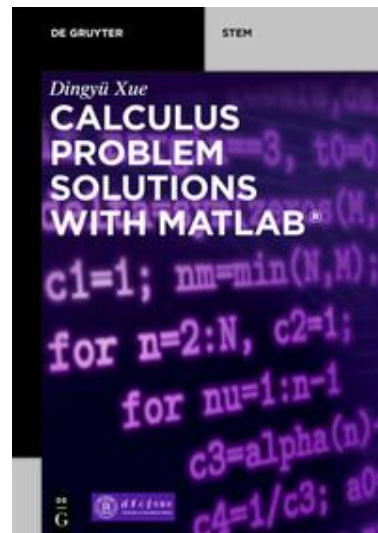
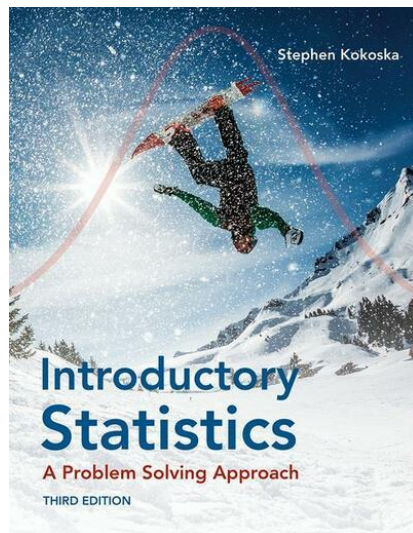
Entrepreneurship



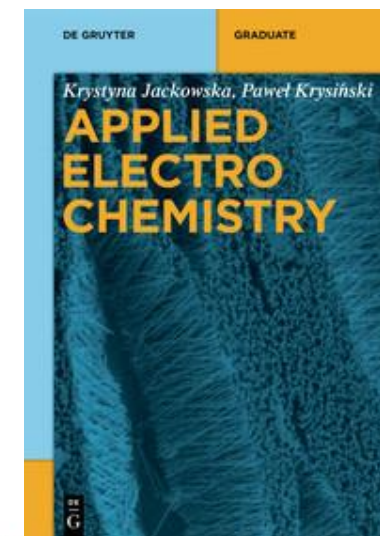
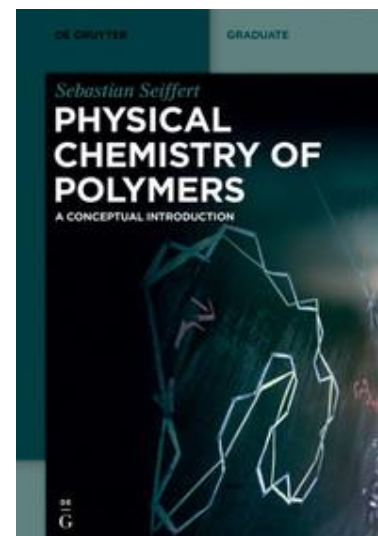
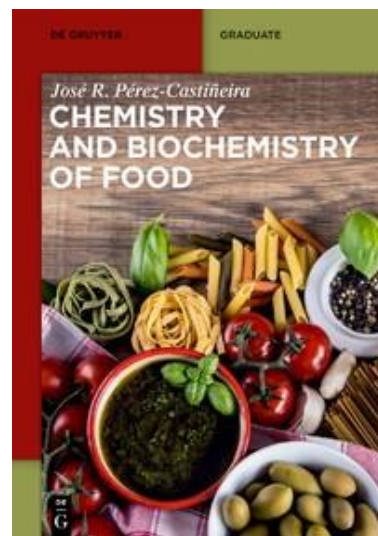
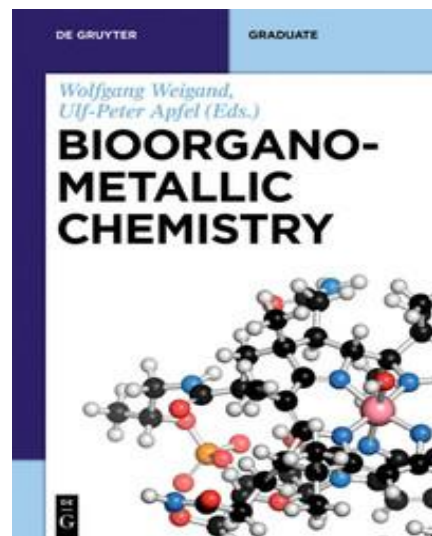
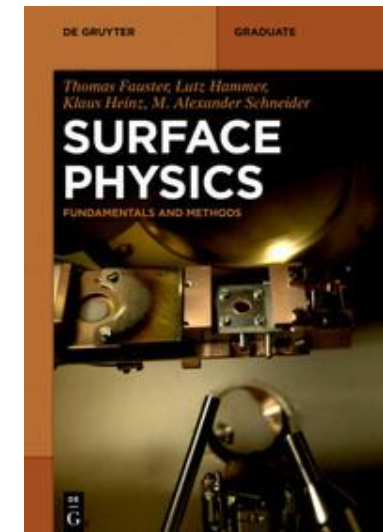
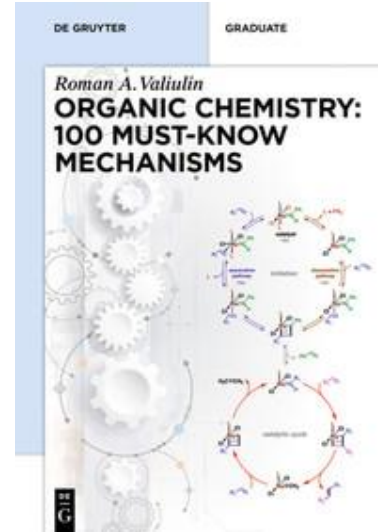
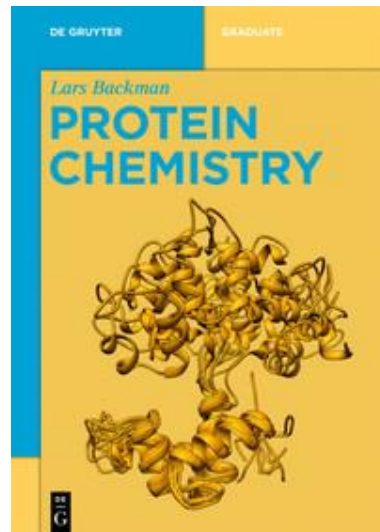
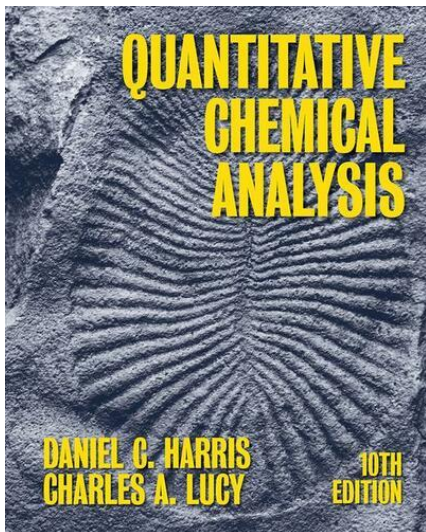
Economics and Finance



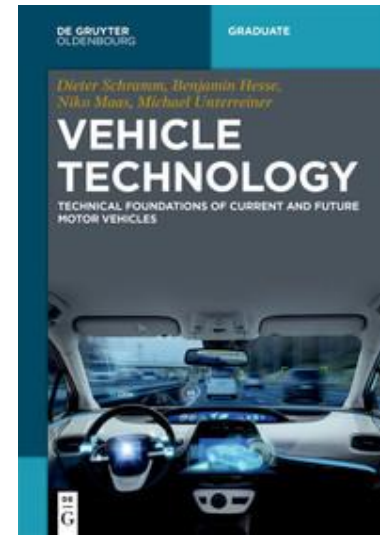
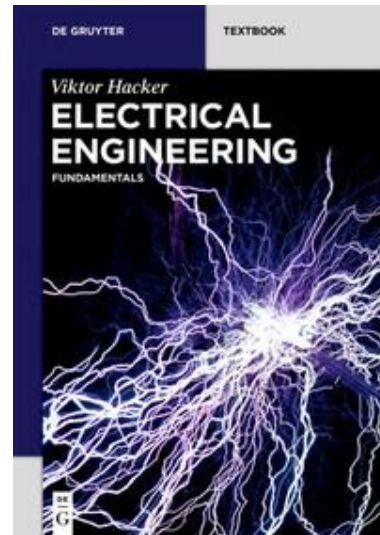
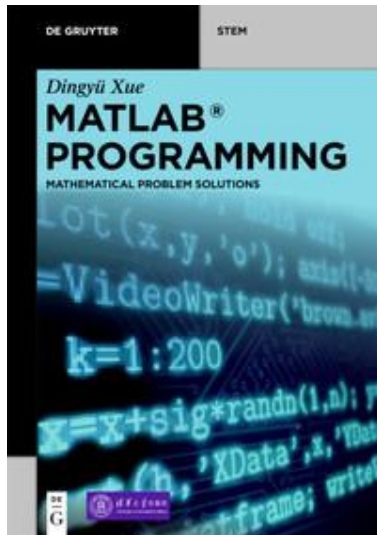
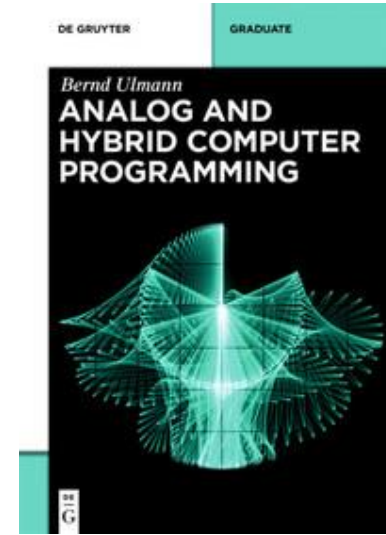
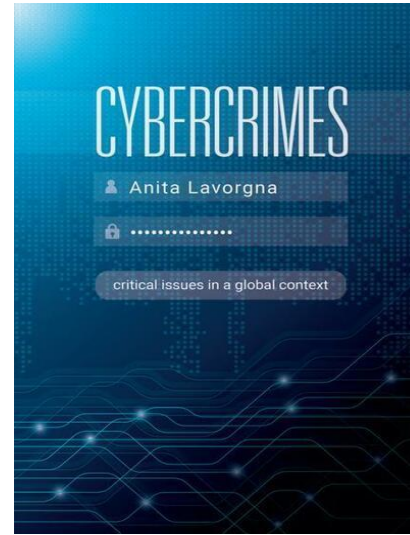
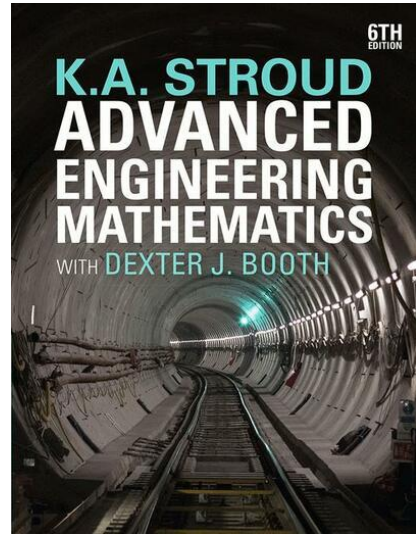
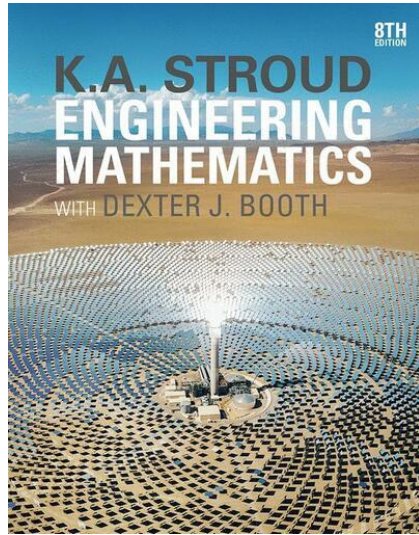
Mathematics and Physics



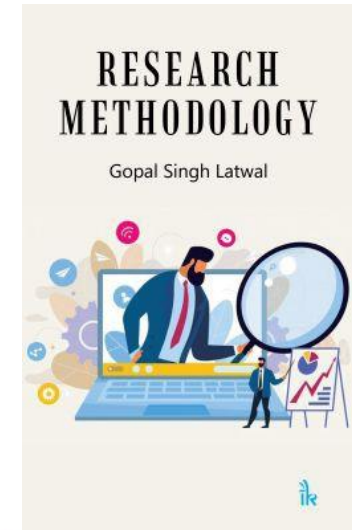
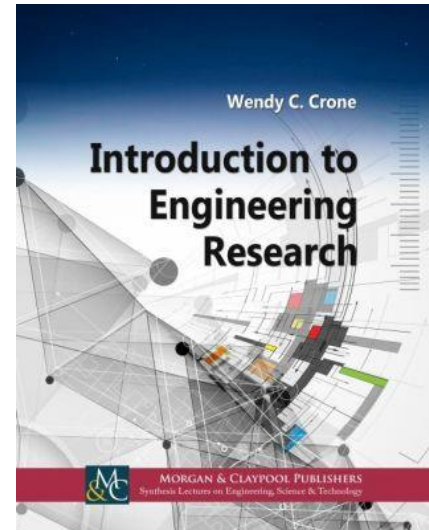
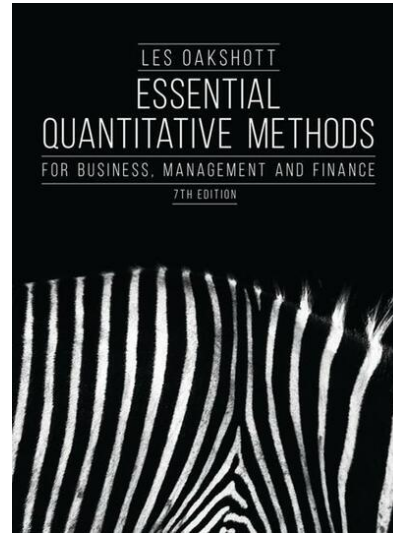
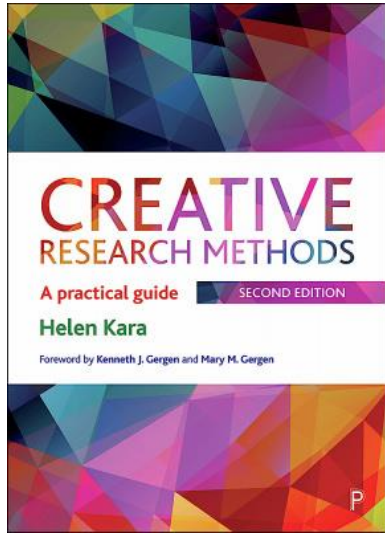
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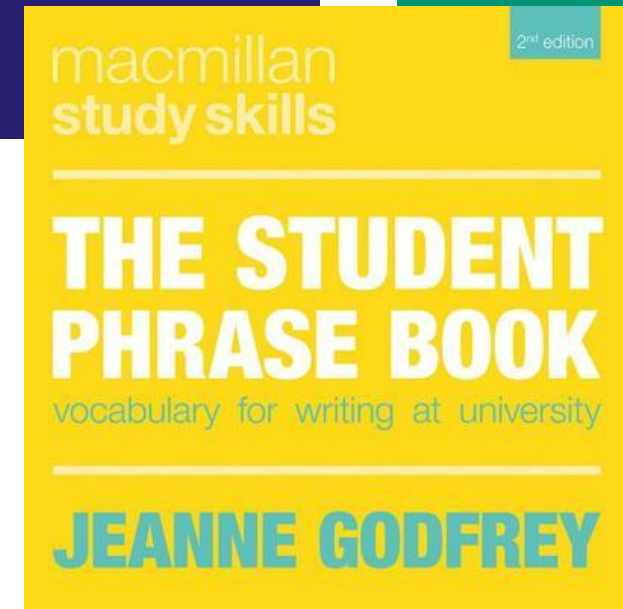
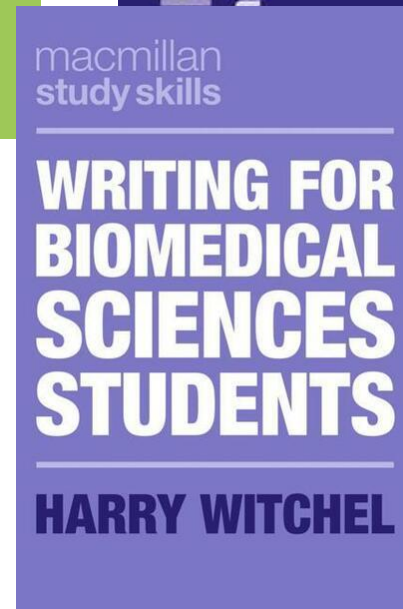
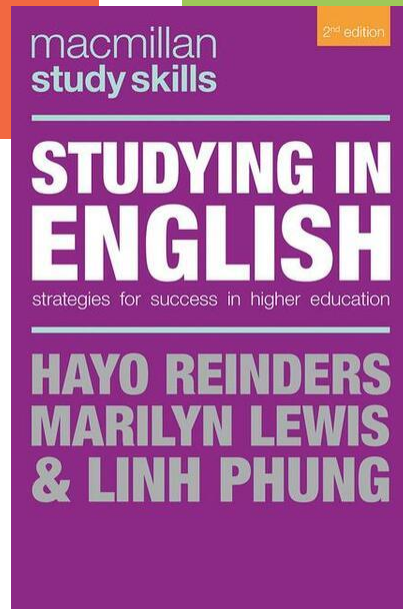
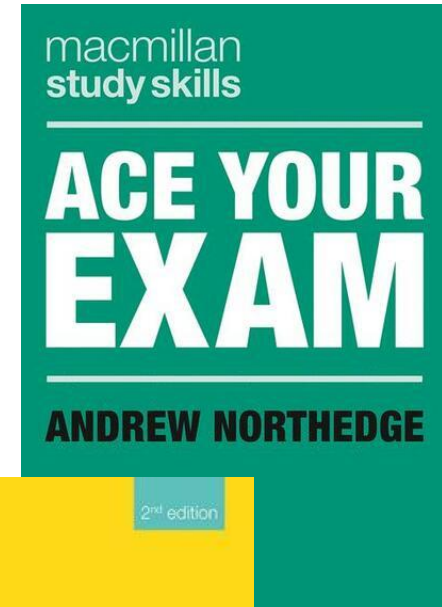
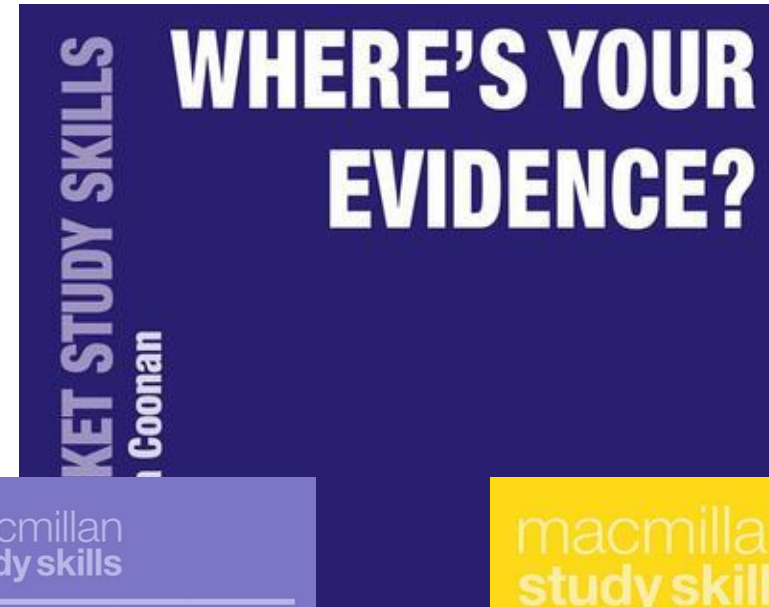
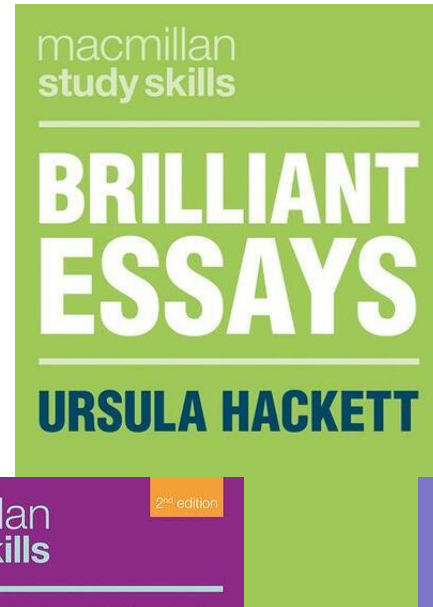
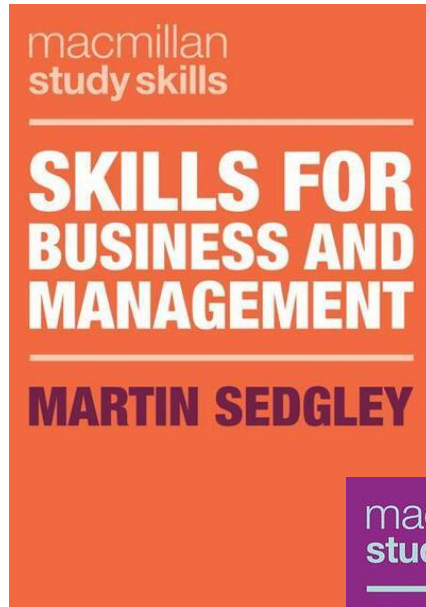
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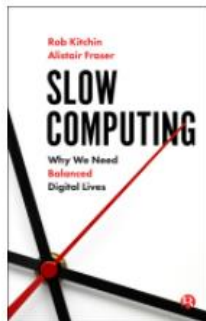
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