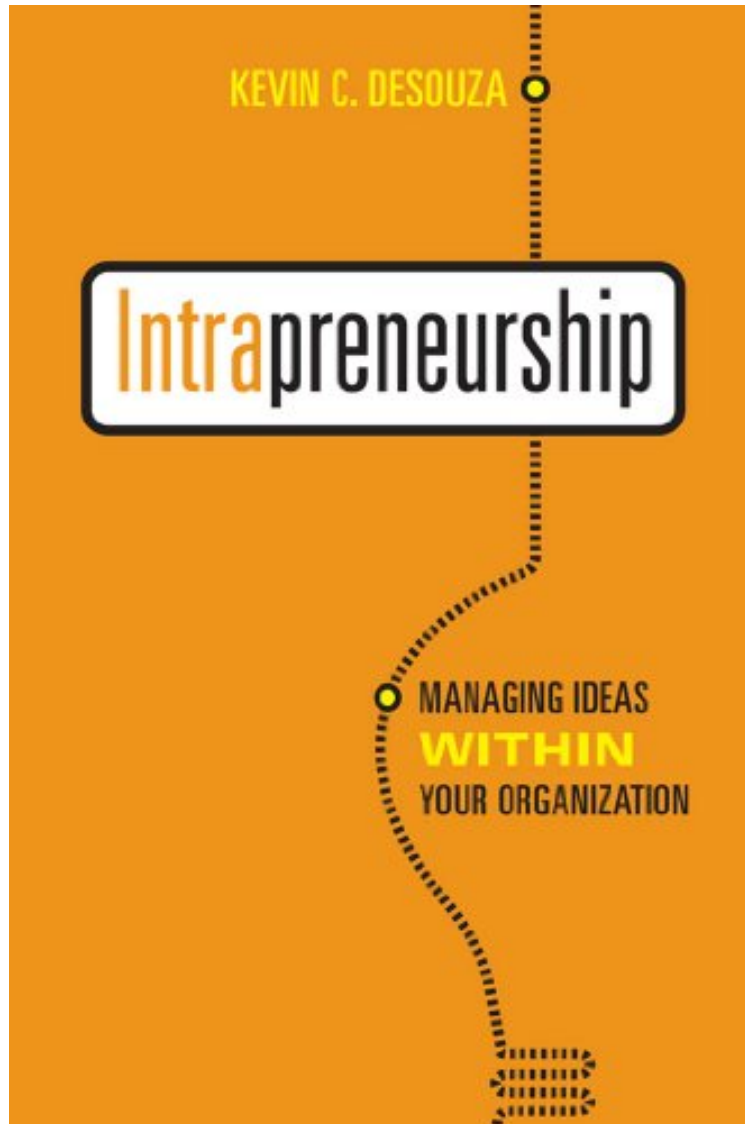


(Download) Intrapreneurship: Managing Ideas Within Your Organization (Rotman-UTP Publishing)

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Kevin C. Desouza

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Kevin C. Desouza : Intrapreneurship: Managing Ideas Within Your Organization (Rotman-UTP Publishing) before purchasing it in order to gage whether or not it would be worth my time, and all praised Intrapreneurship: Managing Ideas Within Your Organization (Rotman-UTP Publishing):

0 of 0 people found the following review helpful. Engaging guide to the practice of Intrapreneurship from the perspective of organizations and employeesBy mdlavell found Intrapreneurship to be an insightful read as someone whose corporate experience has mainly been on the operations side (where execution is "the thing"). Through his

experience and cogent examples, Desouza expanded my understanding of entrepreneurship--beyond the conventions of design organizations and RD departments--to include all types of organizations and employees. He outlines a concrete process to capture and vet ideas and move them across the organization in order to capitalize on learning and innovate. He gives equal time to customer-facing innovations and to potentially overlooked innovations that improve organizations' operations. And, he neatly pivots between the perspective of the organization and the employee, showing how each supports the other. He also zooms in and out in his narrative to show the need for localization of innovations, by the workgroups who are closest to the customer or internal process, and the uses and benefits of networks especially in exposing and vetting ideas. I believe that Intrapreneurship also provides a template for the workplace that marries startup culture with the resources of larger organizations. It suggests an approach and process for attracting and retaining members of the Millennial generation who seek full participation in their organizations instead of narrow functional roles; and it shows how organizations can be truly generative by engaging all of their employees. 0 of 0 people found the following review helpful. A Very Timely Book! By A. R. Shark Intrapreneurship is a fascinating read and couldn't be more timely. Today, both public and private organizations seek creativity and innovation and often do little to foster a positive climate that can foster that very culture. Based on Dr. Desouza's research, he provides a practical guide for both employees and managers with the goal of creating a culture of entrepreneurship within an organization. What separates Dr. Desouza's work from others who have studied entrepreneurship is his keen insight into how enthusiasm, positive energy, and ideas, are managed within and across organizational boundaries. Anyone, seriously interested in learning about the state-of-the art in intrapreneurship, will find this a must-read book. Dr. Desouza has a gift for taking complicated concepts and turning them into a more digestible format. In this book, Dr. Desouza combines clear thinking with clear writing. I highly recommend Dr. Desouza's work and in particular, this book! 0 of 0 people found the following review helpful. The book to read to really understand Intrapreneurship By jtmooon Entrepreneurs, executives, managers, and anyone interested in the process of converting ideas into value will benefit from reading this book. This book shows how there is an understood need for innovation, but few are able to articulate how innovation is achieved and it remains a black box. Dr. Desouza shows that intrapreneurship is not an elusive solution to achieving innovation, and does an incredible job of explaining intrapreneurship by breaking down the process, detailing roles, and explaining how the intrapreneurship management process is both a science and an art. Dr. Desouza presents each concept with concrete, real-world examples to help the reader really understand what is being said and how one might go about taking action after reading this book. Most books seem to focus on theory when conveying innovation and the intrapreneurship process, but Dr. Desouza uses interviews, insights from companies, and his own experience. Employees are the greatest asset for an organization, and ideas are constantly floating around in their heads and shared each other. They have energy and enthusiasm for their ideas. If you're interested in better understanding how to capture and channel those ideas and energy into a sustainable competitive advantage, then this is a book you will enjoy reading.

As an employee, you suspect that your best ideas are valuable and could greatly benefit your organization. Management also recognizes that a company's ability to compete is contingent on how well it leverages its employees' ideas. So, why are individuals at all levels of organizations typically poor advocates for ideas? Intrapreneurship provides an engaging guide for both managers and employees on how to direct the flow of ideas and foster a culture of entrepreneurship within their company's existing structure. Based on Kevin C. Desouza's research and experience consulting with thirty global organizations, Intrapreneurship outlines ways to mobilize all types of ideas ndash; including blockbusters with the potential to create radically new external products and services, and more incremental innovations for improving internal processes. With practical frameworks and real life examples for both employees and managers, Intrapreneurship will help you to identify the value in your own ideas and those of others to ultimately benefit your organization.

You cannot stay competitive and lead your industry unless you mine the potential within your own organization. Desouza makes the case for identifying and empowering talent to steward innovation from within. Intrapreneurship will help you tap your company's greatest potential.---Scott Belsky, CEO of Behance, National Bestselling Author of Making Ideas Happen