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Here's a text you'll refer to throughout your career, regardless of company or industry. CORPORATE ENTREPRENEURSHIP & INNOVATION is a one-of-a-kind text for the emerging business arena of entrepreneurship and innovation. While many companies agree that innovation is the key in sustaining their competitive advantage, few hold a true knowledge of the subject and how to put it into practice. With the "what", "how", "where", and "who" questions all answered in this comprehensive, professional text, you'll develop the skills and business savvy to be more marketable and lead companies to success.