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**Sinopsis**

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This work identifies three essential elements for corporate success in the competitive global marketplace--culture, innovation, and intrapreneurship--and describes ways in which companies can encourage and develop them.

Looks at the relationship between innovation, intrapreneurship, and corporate culture and how they can be integrated to achieve the maximum advantage in global competition. Sets out actions corporations must take to create a culture conducive to the venturing process, breaks down the venturing process into three phases, and tells how to tailor the corporate venturing process for specific types of companies and situations. For corporate management, professionals involved in product development, and teachers and students with interest in organization development and innovation. Annotation c. by Book News, Inc., Portland, Or.