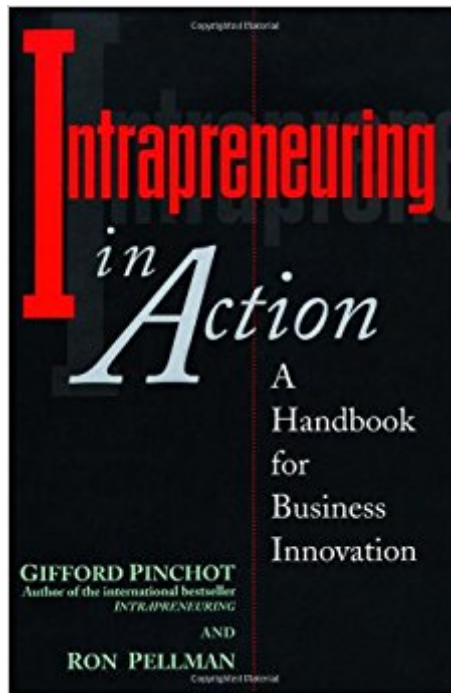


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# Intrapreneuring In Action: A Handbook For Business Innovation



## Synopsis

Based on the authors' experience helping companies launch over 400 new products and businesses, *Intrapreneuring in Practice* gives managers at all levels examples and instructions on how to identify people within their organizations who behave like entrepreneurs. It also explains how to avoid classic mistakes while creating a climate that encourages intrapreneurship and directs intrapreneurial energy toward company goals.

## Book Information

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## Customer Reviews

Anyone who claims innovation is easy is kidding himself. Commanding your employees to "be innovative!" is like shouting, "Quick - don't think about elephants!", and then wondering why their eyes glaze and minds go blank. More importantly, proponents frequently suppose that innovation begins and ends with creativity, thereby discounting the vast number of electrifying ideas that die unimplemented. Turning good ideas into corporate breakthroughs requires people committed to rolling up their sleeves and making the ideas work - the people eager to be the internal entrepreneurs. These "intrapreneurs" are the subject and stars of *Intrapreneuring in Action*, the sequel, distillation, and augmentation of the classic *Intrapreneuring*. Recognizing that those who dominate language dominate thought, Gifford Pinchot and Ron Pellman embrace their neologism with quiet fervor, offering a sequence of rules, guidelines, examples, and observations on what it takes for the intrapreneur to clear internal hurdles and "make innovation happen within established

organizations". Here the subtitle suits words to action: the volume is a true handbook, linking prescription to prescience when discussing such issues as the crucial role of sponsors, the design of "intraprise" workshops (a particularly strong chapter), and the opportunities to develop innovation within a structured process. The authors are also remarkably adept at offhand insights, ranging from "ask for resources before asking for advice" to "lower your status by lowering your height". If you've ever been intimidated by an overly tall boss who insists on delivering counsel from his personal mountaintop, then you'll recognize the truth in Pinchot and Pellman's advice.

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