



Creating the Entrepreneurial Organisation

By Roger Cartwright

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Creating the Entrepreneurial Organisation, Roger Cartwright, This is the fast track route to creating a truly entrepreneurial culture in any organization. This book covers all the critical behaviors of entrepreneurial organizations, from risk taking to growth, and from leadership to motivation. It includes examples and lessons from benchmark businesses, including Microsoft, easyJet and Star Cruises. It also includes a glossary of key concepts and a comprehensive resources guide.

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