



Creating Value: Winners in the New Business Environment

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In this volume, leading experts from the field of entrepreneurship explain how to identify entrepreneurial opportunities and how to exploit these opportunities in the context of today's turbulent and volatile business environment.

- Leading experts from the field of entrepreneurship explain how to identify entrepreneurial opportunities and how to exploit these opportunities with effective strategies that create value.
- The volume is divided into two sections: the first focuses on identifying entrepreneurial opportunities; the second on exploiting these opportunities for wealth creation.
- Within each section, individual chapters address emerging issues in strategic management and entrepreneurship, such as value drivers for new business models, and the use of real options and knowledge creation in high velocity environments.
- The strength of the book is that it focuses on the cutting edge ideas and imaginative strategies that are being employed by the new winners in today's economic climate.

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