



Innovation and Entrepreneurship

John Bessant, Joe Tidd

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Developed specifically for undergraduate students, *Innovation and Entrepreneurship* is an accessible, introductory text written primarily for those studying business and management but also engineering and science degrees with management courses.

The book features contemporary applications such as services (public and private), innovation for sustainability, social entrepreneurship, innovation for development, and creating and capturing value from innovation and entrepreneurship. In this second edition, the authors develop an explicit process model of entrepreneurship with clearer links between innovation and entrepreneurship.

The second edition also features an extensive collection of web-based materials, including: tools to support innovation and entrepreneurship, audio and video cases, solutions manual, testbank, additional case studies and image archive.

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