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Innovation And Entrepreneurship Practice Principles

The practice of innovation is purposeful innovation resulting from analysis, system, and hard work. The principles of purposeful, systematic innovation are: (1) analyze opportunities, (2) be perceptive, (3) be simple and focused, (4) start small, and (5) aim at leadership.

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to define "the principles, the practice and the discipline."3 The material in Innovation and Entrepreneurship is arranged into three parts: "The Prac? tice of Innovation" (Chapters 1-11); "The Practice of Entrepreneurship" (Chapters 12-15); and "Entrepreneurial Strategies" (Chapters 16-19).

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Innovation and entrepreneurship: Practice and principles, by Peter F. Drucker. New York: Harper & Row, 277 pp., \$19.95

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engineering, knowledge in entrepreneurship is a means to an end. Indeed, what constitutes knowledge in a practice is largely defined by the ends, that is, by the practice. Hence a book like this should be backed by long years of practice. My work on innovation and entrepreneurship began thirty years ago, in the mid-fifties.

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