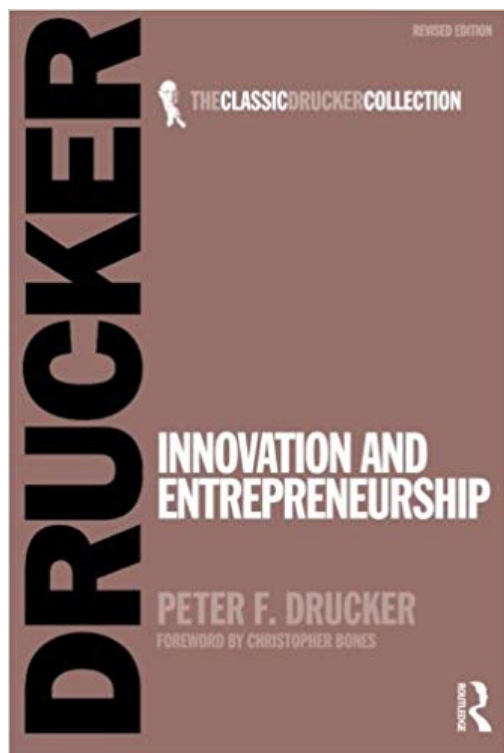


Innovation and Entrepreneurship (Classic Drucker Collection) by Peter F. Drucker



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Innovation and Entrepreneurship deals with 'what, when and why'; with policies and decisions; opportunities and risks, structures and strategies; staffing, compensation and rewards. In addition to managers in all types of business, lecturers and students of management and business studies will find this a revealing and exciting work. Highly critical in approach, it is nevertheless a practical and illuminating study of a area crucial for today's world. * A timeless classic from Peter F. Drucker, one of the world's leading management thinkers.* Innovation and Entrepreneurship remains a key area of practice* A bestseller in the Drucker Classic Collection



Reviews of the Innovation and Entrepreneurship (Classic Drucker Collection) by Peter F. Drucker

Andromajurus

A must read for entrepreneurs | Innovation and Entrepreneurship by Peter F. Drucker

If you are looking to get knowledge on the basic principles of entrepreneurship, this book is where you should start. Peter Drucker explains in a very detailed way these 19 principals which cover everything that you should know about the business world. Throughout the entire book he makes use of many examples of successful companies to show their process to success, he also shows examples of companies that have failed and why this happened.

The book starts by letting you know the the deep relationship between innovation and entrepreneurship, it even starts by using examples which make the entire book much easier to understand. The author explains how an entrepreneur isn't a person starting a small food business but, the person that starts a new food business that has a new process which satisfies the people's demand. The author uses as example one of the most famous restaurants today, Mcdonald's, which changed an entire food industry with an innovating new process called "fast food". We see many examples like this one throughout the book to explain the different topics, it explains how a business has to evolve alongside with the generations in order to survive. In general it is a very good book for young dreamers that like to think outside the box and want to become successful in life.

This is the first entrepreneur book a read and i am really satisfied. One of the best lessons i learned form one of the chapters of the book is the change in perception, basically that we should always see a cup half full and never half empty. I highly recommend this book a a start line because of its combination of simplicity, detail and real life examples.

Inertedub

I bought this book after a CEO friend from YPO & OPM recommended this book to me. I find this book great for companies needing innovation. Many times business revenues and profit stay flat because they kept doing the same thing year in year out without any innovation.

The book focuses on 3 main things:

- I. Practice of innovation
- II. Practice of entrepreneurship
- III. Entrepreneurial strategies

What i like about this book is talking about creative imitation and:

The do's of innovation:

1. Purposeful, systematic innovation with analysis of opportunities
2. Conceptual & perceptual innovation
3. Simple innovation
4. Effective innovation start small
5. Successful innovation aims at leadership

The don'ts of innovation:

1. Not to be too clever
2. Don't diversify, don't splinter, don't try to do too many things at once
3. Don't try to innovate for the future

The 3 Conditions of innovation:

1. Innovation is work, it requires knowledge
2. To succeed, innovators need to built on their strengths
3. Innovation has to be close to the market & focus on the market, indeed market-driven

Buy this book if you wish to have innovation in your company.

Amis

The other 5 star reviews on here said it well already, but I just wanted to add my appreciation for this book to the pile. This is a REALLY good book. I couldn't even put it down. I have loads of highlighting, bookmarks, and notes already in it (Kindle ed.) and I am definitely going to be re-reading this book more than a few times.

Some of what he said reminded me of The E-Myth Revisited, but this book took the topic more seriously. Drucker wasn't messing around here or trying to be philosophical about things. This book was originally published in 1985 when I was only 1 year old, and it seems to me that the things he talked about then are still highly relevant today. Also, since the book was written, the types of things he predicted would happen largely DID happen (and are, still,) which only makes Drucker's ideas even more credible.

Great great book. A must-read for the budding entrepreneur.

Small Black

I used this text in my undergrad business course on "Innovation for Sustainability," along with a book on sustainability. The book is well-written and I appreciated the framework and examples it provides. However, some of the examples necessarily reflect 1985 conditions and some of the socio-cultural assumptions are a bit off-putting in today's environment. Having said that, I'm glad I used it and I think my students appreciated the chance to read a "classic" text too.

Fast Lovebird

The title of this book says it all and I am very happy the book is here to read. Being a business owner with constant innovation within the company, I found this book really helpful. Don't think entrepreneurs are innovative by nature, this is something you choose to do yourself.

Drucker has put together a story that catches your imagination and encourages you to go and seek opportunities. As famous Hollywood director David Lynch once put: "Creativity is out there and like an aquarium full of fish... you just have to catch one". And that's what this book is about.

Apart from being a great read, the book encourages action and makes you pursue opportunities. It has helped me in building and growing my company. I think that stands for a good testimonial.

Anayanis

As always, Peter Drucker instructs in business building for the future although he wrote his books years ago. He gives legendary advice that will apply across disciplines for years to come. A must read for the entrepreneur.

nadness

Drucker's insight into innovation and entrepreneurship is great. Even though this book was written in the mid 1980's, the genesis of the book holds true today. Some of the examples feel dated, however you can add modern day examples to enhance the learning. I use this book in teaching entrepreneurship at the undergraduate level of a business university.

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