



Innovation and Entrepreneurship: A Competency Framework

By Charles H. Matthews, Ralph Brueggemann

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This book presents a new model, the competency framework, for students, innovators, entrepreneurs, managers, and anyone who wants to better understand the dynamic world of innovation and entrepreneurship.

Focused on both the individual and strategic organizational level, this book is about people and the competencies each person needs to learn to be successful in creating a more dynamic future. Matthews and Brueggemann's framework for innovation and entrepreneurship competencies empowers individuals to excel at innovation and new venture creation.

It provides a practical guide and clear and concise understanding of the knowledge, skills, attitudes, and experiences that are needed to increase imagination, creativity, innovation and new venture creation capability. *Innovation and Entrepreneurship* will be attractive for students of entrepreneurship, innovation, management and cross-disciplinary classes, such as design thinking.

Presented in a modular format, *Innovation & Entrepreneurship* informs the future direction of people and technology, as well as the educational systems producing the next generation of innovators and entrepreneurs.

Based on extensive academic research, this book is organized into two sections: Twelve innovation elements and twelve competency categories. The **elements** are the foundation and the **competency categories** are the building blocks that inform our path toward a more precise understanding of how innovation and entrepreneurship plays an important role in economic development and our daily lives.

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Bibliography

- Sales Rank: #1336199 in Books
- Published on: 2015-04-03
- Released on: 2015-03-27
- Original language: English
- Number of items: 1
- Dimensions: 10.00" h x .82" w x 7.00" l, 2.02 pounds
- Binding: Paperback

- 360 pages

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Editorial Review

Review

"I was excited to learn that Chuck Matthews and Ralph Brueggemann teamed up to produce a book on entrepreneurship and innovation. They did not disappoint. The word 'entrepreneurship' conjures up different images in people's minds, but it has become evident that the critical contribution of entrepreneurs is through innovation. *Innovation and Entrepreneurship* introduces readers to actions they can take in creating new ventures, innovating within larger organizations, and even in making societies more competitive." - *Frank Hoy, Director of Collaborative for Entrepreneurship & Innovation at Worcester Polytechnic Institute, USA*

About the Author

Charles H. Matthews is Distinguished Teaching Professor of Entrepreneurship and Strategic Management, Founder and former Executive Director of the Center for Entrepreneurship Education & Research, and former Director of the Small Business Institute® at the University of Cincinnati, USA. He is an internationally recognized scholar and innovative teacher in the field of entrepreneurship.

Ralph Brueggemann is an Adjunct Professor at the University of Cincinnati, USA. He has over 40 years of experience in all aspects of leadership, management, product management, quality improvement, and technology management in multiple business sectors. He has managed the development of commercial software products and applications, from mobile to high-end software systems.

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