



Technology, Innovation and Entrepreneurship Part II: My Firm

By Patri K. Venuvinod

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 332 pages. Dimensions: 9.0in. x 6.0in. x 0.8in. Thomas Jefferson said Every generation needs a new revolution. The revolution for the generations in the first half of the 20th century was socialism/communism. For the generations of the second half of the same century, it was the return to capitalism. For the current generation, it seems to be entrepreneurialism. Three insights concerning economic growth have become clear in recent times. Firstly, the key to economic growth is technology (T). Secondly, innovation (I) is the driver of technology growth. Finally, entrepreneurship (E) is a highly powerful but extremely underappreciated contributor to innovation. Yet there persists a paucity of academic books covering the large variety of issues impinging on TIE-exploitation from a contemporary viewpoint. This book is the third and final part of a textbook-trilogy that seeks to fill this gap. Part I: My World, My Nation examined TIE interactions from a world-perspective but stressing nation building. Part II (this book) is titled My Firm as it discusses how an established firm could prosper in the contemporary world of globalized competition and technology. Part III: My Startup discusses issues...



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