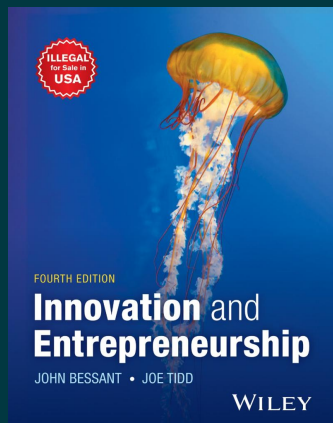




Innovation and Entrepreneurship, 4ed

By [John R. Bessant](#), [Joe Tidd](#)

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Description

Now in its fourth edition, *Innovation and Entrepreneurship* provides an overview and synthesis of the most recent research on innovation and entrepreneurship, offering clear and accessible coverage of essential research principles that are applicable in a broad range of business models and industry sectors in a variety of business, public and social contexts.

Using a proven process model that connects topics as sequential stages, this student-friendly textbook applies, reviews, and synthesizes key theories and research within contexts of corporate and public services, emerging technologies and economies, sustainability and development, and creating and capturing value from innovation and entrepreneurship.

Accessible and engaging, *Innovation and Entrepreneurship*, Fourth Edition, is the perfect textbook for undergraduate students in business and management courses, as well as students working towards engineering and science degrees with management components.

About the Author

John R. Bessant, Joe Tidd

John R. Bessant, PhD, is Emeritus Professor of Innovation and Entrepreneurship at the University of Exeter, UK. He worked as a chemical engineer before beginning a career in innovation research and consultancy, which has spanned more than 35 years. Bessant currently holds visiting appointments at the University of Erlangen--Nuremberg, Germany, and the University of Stavanger, Norway.

Joe Tidd, PhD, is Professor of Technology and Innovation Management at the Science Policy Research Unit, University of Sussex, UK. He is a physicist with degrees in technology policy and business administration. Tidd has held visiting appointments at University College London, UK, and Cass Business School, UK. He has advised on technology policy and consulted on technology management in numerous contexts and is a past recipient of the Price Waterhouse Urwick Medal for contributions to management teaching and research.

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