



Corporate Venturing

By Nicolas King

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Corporate Venturing, Nicolas King, This title presents a fast track route to growing your business through the entrepreneurial management of new ventures. It covers the key areas of corporate venturing from identifying the main options to setting objectives, and from aligning the interests of corporate investors and entrepreneurs to maximising your return on exit. It features examples and lessons from some of the world's most enterprising corporate ventures, including Intel, Sun, Eisai and Cambridge Technology Partners, plus ideas from the smartest thinkers and practitioners in corporate venture investment, including Josh Lerner, Fergal Mullen, Will Schmidt and John Wall. It includes a glossary of key concepts and a comprehensive resources guide.



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