
The Corporate Startup

How to Make Products People Want

Innovating Like A Startup Executing Like A Corporation

Remarkable Things Happen When You Dare to Dream

Blaze Your Own Trail

The \$100 Startup

How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses

Accelerate growth through collaboration with startups

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Building a Culture of Innovation

The Lean Product Lifecycle

A New Roadmap for Entrepreneurial Success

The Science of Growth

How Modern Companies Use Entrepreneurial Management to Transform Culture and Drive Long-Term Growth

The Founder's Dilemmas

The Strategy Visioning Workshop Journal

The Lean Enterprise

HBR's 10 Must Reads on Entrepreneurship and Startups (featuring Bonus Article "Why the Lean Startup Changes Everything" by Steve Blank)

A Powerful Toolkit for Improving Meetings, Projects, and Processes

A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – Seventh Edition and The Standard for Project Management (RUSSIAN)

The Startup Gold Mine

How Established Companies Can Develop Successful Innovation Ecosystems
The Innovation Mode
Masters of Corporate Venture Capital
How to talk to customers & learn if your business is a good idea when everyone is lying to you
The Founder's Mentality
A Practical Guide for Measuring Your Innovation Ecosystem's Performance
Collective Disruption
How Innovators Lead Transformation
How Corporations Beat Entrepreneurs at the Innovation Game
Founders at Work
Collective Wisdom from 50 Vcs Best Practices for Corporate Venturing How to Access Startup Innovation & How to Get Funded
Reinvent the Way You Make a Living, Do what You Love, and Create a New Future
Dare, Dream, Do
Visual Collaboration
How to Tap the Hidden Innovation Agendas of Large Companies to Fund and Grow Your Business
The Corporate Startup

The Corporate Startup

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JAQUAN CAROLYN

How to Make Products People Want John Wiley & Sons
When a company is committed to growing through innovation - not just exploiting the existing business models - standard accounting documents offer insufficient and, oftentimes irrelevant data. Innovation Accounting is a practical guide for these companies to help them measure and track innovation. Most established organizations have understood the need to innovate and become more digital, however the management

tools available to leaders seeking to understand the investments in innovation are lacking. Financial accounting in particular is difficult to use in the context of (digital) innovation. Therefore a new complementary system for measuring and tracking innovation is needed. The book provides tools, frameworks, templates, and visualizations that can be easily understood and applied. These can all be used by executives looking for a new way of measuring corporate performance in a world where accounting-recognized assets are becoming commodities, by investors seeking better ways of looking at a company's growth potential, and by managers who need to value innovation product teams using more than just financial indicators.

Innovation Accounting is an essential go-to book for anyone that wants to measure their company's innovation ecosystem.

Innovating Like A Startup Executing Like A Corporation

John Wiley & Sons

Entrepreneur and bestselling author of *The Lean Startup*, Eric Ries reveals how entrepreneurial principles can be used by businesses of all kinds, ranging from established companies to early-stage startups, to grow revenues, drive innovation, and transform themselves into truly modern organizations, poised to take advantage of the enormous opportunities of the twenty-first century. In *The Lean Startup*, Eric Ries laid out the practices of successful startups - building a minimal viable product, customer-focused and scientific testing based on a build-measure-learn method of continuous innovation, and deciding whether to persevere or pivot. In *The Startup Way*, he turns his attention to an entirely new group of organizations: established enterprises like iconic multinationals GE and Toyota, tech titans like Amazon and Facebook, and the next generation of Silicon Valley upstarts like Airbnb and Twilio. Drawing on his experiences over the past five years working with these organizations, as well as nonprofits, NGOs, and governments, Ries lays out a system of entrepreneurial management that leads organizations of all sizes and from every industry to sustainable growth and long-term impact. Filled with in-the-field stories, insights, and tools, *The Startup Way* is an essential road map for any organization navigating the uncertain waters of the century ahead.

Remarkable Things Happen When You Dare to Dream "O'Reilly Media, Inc."

The best entrepreneurs balance brilliant business ideas with a

rigorous commitment to serving their customers' needs. If you read nothing else on entrepreneurship and startups, read these 10 articles by experts in the field. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you build your company for enduring success. Leading experts and practitioners such as Clayton Christensen, Marc Andreessen, and Reid Hoffman provide the insights and advice that will inspire you to: Understand what makes entrepreneurial leaders tick Know what matters in a great business plan Adopt lean startup practices such as business model experimentation Be prepared for the race for scale in Silicon Valley Better understand the world of venture capital--and know what you'll get along with VC funding Take an alternative approach to entrepreneurship: buy an existing business and run it as CEO This collection of articles includes "Hiring an Entrepreneurial Leader," by Timothy Butler; "How to Write a Great Business Plan," by William A. Sahlman; "Why the Lean Start-Up Changes Everything," by Steve Blank; "The President of SRI Ventures on Bringing Siri to Life," by Norman Winarsky; "In Search of the Next Big Thing," an interview with Marc Andreessen by Adi Ignatius; "Six Myths About Venture Capitalists," by Diane Mulcahy; "Chobani's Founder on Growing a Start-Up Without Outside Investors," by Hamdi Ulukaya; "Network Effects Aren't Enough," by Andrei Hagiu and Simon Rothman; "Blitzscaling," an interview with Reid Hoffman by Tim Sullivan; "Buying Your Way into Entrepreneurship," by Richard S. Ruback and Royce Yudkoff; and "The Founder's Dilemma," by Noam Wasserman.

[Blaze Your Own Trail](#) The Corporate Startup How Established Companies Can Develop Successful Innovation Ecosystems

#1 Amazon Bestseller in Lean Management Discover the methods of lean startups that can revolutionize large organizations and their products Even in a tough economic climate, the startup business community has found a way to create innovative, game-changing products in shockingly short timeframes. So why should larger, more established companies take notice? Because they have everything to gain when they examine and adopt the strategies, tools, and attitudes of these smaller competitors. The Lean Enterprise presents a groundbreaking design for revolutionizing larger organizations, one that draws on the ingenious tenets and practices espoused by the startup community. The guidelines in this book will help companies shake the lethargy, bureaucracy, and power struggles that plague large organizations and hold them back from true innovation. At the heart of this resource is a comprehensive, practical approach based on methods, timetables, compensation, financial investment, and case studies that reveal the startup mentality. Respected thought leaders in lean startup methodologies, the authors cover successful enterprise development, development innovation labs, corporate venture arms, and acquisition and integration of startups. Essential reading for entrepreneurs, product managers, executives and directors in Forbes 2000 organizations, and board members Presents the tools and methodologies large businesses need to compete with a new generation of highly-empowered entrepreneurs Covers lean startup culture and principles and identifies the behaviors that are stunting growth at large enterprises Offers a comprehensive, practical approach for developing exciting products and services and opening vast new

markets Don't be mystified by the success of startups. Master the methods of this new generation of entrepreneurs and compete on a level playing field.

The \$100 Startup Princeton University Press

Different strategies and tactics to accelerate innovation and growth through collaboration. This is not the hype story of how cool startups are and why you should invest in them with a fund or setup an accelerator. Corporate Venturing is so much more than CVC - Corporate Venture Capital. The aim of this book is to provide insights in the different strategies and tactics to accelerate innovation and growth through collaboration, as well as plenty of cases as examples where these models are successfully applied. This is not a book for people that are looking for complex innovation theories around venturing. Rather it's a no-nonsense, ready-to-apply comprehensive guide for creating and reviewing your corporate venturing strategy as strategic growth. The book will provide guidance, insights, perspective and inspiration for anyone that has interests in corporate venturing as a strategy to accelerate growth. Whether you are a large corporate or an upcoming player in the market. With cases from Ricolab, BNP Paribas Fortis, Roularta Media Group, SNCF and Cartamundi. Discover a ready-to-apply comprehensive guide for creating and reviewing your corporate venturing strategy as strategic growth. EXTRACT Attract a-typical ventures For starters, you will attract ventures that you may not have found yourself, because you're too focused on specific fields. While a company may not fit the profile you're looking for at first sight, digging deeper may reveal that they are solving the same problem in a different industry, or that they are doing breakthrough work that

you hadn't even considered yet. It's a more passive approach than scouting, but you will need to keep creating content to keep it going, so don't underestimate the work. ABOUT THE AUTORS Dado Van Peteghem is one of the leading experts in the digital sector. He is a frequent keynote speaker and entrepreneur. Dado is Founding partner at the consulting firm Duval Union Consulting, co-founder of several startups including Social Seeder, Speakersbase and TrendBase, giving more than 150 speeches per year internationally on topics as digital disruption and transformation, corporate innovation and startup thinking. Omar Mohout, currently Entrepreneurship Fellow at Sirris, is a former technology entrepreneur, a widely published technology author, C-level advisor to high growth startups as well as Fortune 500 companies and Professor of Entrepreneurship at the University of Antwerp, the Antwerp Management School, ULB and Solvay Brussels School of Economics and Management.

How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses Productivity Press
The Corporate Startup is a practical guide for established companies that aspire to develop and sustain their innovation capabilities. The world around us is changing rapidly. There is now more pressure on established companies to innovate. The challenge most companies face is how to develop new products for new markets, while managing their core business at the same time. The principles and practices outlined in this book provide companies with a blueprint of how to manage innovation while they execute on their core business. The Corporate Startup provides frameworks, visualizations, templates, tools and methods that can be easily applied to develop new products and

business models.

Accelerate growth through collaboration with startups John Wiley & Sons

Now available in paperback—with a new preface and interview with Jessica Livingston about Y Combinator! Founders at Work: Stories of Startups' Early Days is a collection of interviews with founders of famous technology companies about what happened in the very earliest days. These people are celebrities now. What was it like when they were just a couple friends with an idea? Founders like Steve Wozniak (Apple), Caterina Fake (Flickr), Mitch Kapor (Lotus), Max Levchin (PayPal), and Sabeer Bhatia (Hotmail) tell you in their own words about their surprising and often very funny discoveries as they learned how to build a company. Where did they get the ideas that made them rich? How did they convince investors to back them? What went wrong, and how did they recover? Nearly all technical people have thought of one day starting or working for a startup. For them, this book is the closest you can come to being a fly on the wall at a successful startup, to learn how it's done. But ultimately these interviews are required reading for anyone who wants to understand business, because startups are business reduced to its essence. The reason their founders become rich is that startups do what businesses do—create value—more intensively than almost any other part of the economy. How? What are the secrets that make successful startups so insanely productive? Read this book, and let the founders themselves tell you.

The Lean Startup Bis Publishers

Four E-Books in One The World's Leading Business Minds on Today's Most Critical Challenges "Thinkers50 is now established

as the definitive ranking of global thought leaders." -- Professor Costas Markides, London Business School Innovation used to separate extraordinary companies from average companies. Today, it's making the difference between those that succeed and those that outright fail. Business leaders have no choice: innovate or die. Stuart Crainer and Des Dearlove, creators of Thinkers50, bring you the very latest thinking on the subject of business innovation. Citing the ideas and insights of the world's leading thinkers and business practitioners, the authors present a guide to business innovation that will put you ahead of the competition. Chapters include: Disruptive Innovation Co-creating the Future Opening Up Innovation Innovating Management Leading Innovation Where Innovation Meets Strategy Where Innovation Meets Society Each book in the Thinkers50 series provides authoritative explanations of the concepts, ideas, and practices that are making a difference today, including specific examples and cases drawn from the original sources. "Innovation is where the worlds of business and creativity meet to create new value," Crainer and Dearlove write. Today's customers are more demanding than ever. They want the best, coolest, most advanced product available. If you don't deliver it, your competitor will. Read Thinkers50 Innovation and learn how to apply the best ideas from the brightest minds in business innovation.

The Mom Test Harvard Business Press

Startups are bold and want to disrupt the world, but are often struggling to execute. Large corporations excel at execution, but they need to keep reinventing themselves to stay relevant. The power balance between corporations and startups is continuously

changing as startups can adapt faster and better to changes driven by software, data, speed, and iterations. Corporations have a tremendous potential to execute and leverage their processes, customers, channels, and brands to create new business. As many companies are turning to the use of data to transform their business in the digital age, new opportunities are emerging for both startups and large corporations. This book explores how startups and large corporations can leverage their strengths and overcome their weaknesses by learning from each other and collaboratively building tomorrow's future. The book will benefit innovators, entrepreneurs, founders, managers, and executives who are trying to break through innovation barriers by avoiding common mistakes and getting answers about practical challenges.

Iterate from Plan A to a Plan That Works Unbound Publishing
Offers six sample business models and thirty case studies to help build and monetize a business.

Lessons from Microsoft and Other Corporations on Partnering with Startups Kogan Page Publishers

Companies struggle dramatically in building new businesses from innovation. 85-90 percent of corporate startups die after the "Minimum Viable Product" stage. Why is this so? What is the solution? How can companies improve? This book provides the answers. It is written by Frank Mattes, who has decades of experience in corporate innovation. It has been co-written with more than 20 practitioners and 2 business schools as a practical guide for practitioners - corporate innovation, Digital Innovation, heads of incubators and accelerators, leaders of corporate startups and senior managers. Clients and early readers say the

content is "timely, relevant, powerful and ready for use", "a must-read," and the solution "dramatically increases return on investment in digital innovation." The corporate business-building problem. Companies are doing okay in incremental improvements. But they fail in innovation. They are good at copying past success stories but bad at creating new ones. If companies do not solve this problem, they will burn money. They also fail to achieve revenue growth from innovation, fail in corporate transformation, fail to future-proof their business and fail in winning and retaining top talent The solution and the book. The book provides a solution. It is the first one on this subject and guides corporate practitioners on how to build new businesses. The book covers the entire journey - from a "meaningful idea" to a sizable business - and it includes leadership and cultural/collaboration aspects needed for success. The book is the result of a multi-year co-creation process with more than 20 industry-leading companies and 2 business schools. It distills Best Practices and insights into one framework. This framework is the Lean Scaleup(TM). It describes the three capabilities that companies must develop to solve their business-building problem: methodology (the "how-to"), dual leadership and culture/collaboration. When the right innovation teams use the Lean Scaleup with the right mindset in a supportive environment, the company can solve its business-building problem. Advance praise (selection) Frank Mattes brings his extensive experience in corporate innovation to this pragmatic guide to dramatically increasing return on investment in digital innovation. Jeroen Tas, Chief Innovation & Strategy Officer, Royal Philips The Lean Scaleup is an approach built through practice in the field. It

supports companies facing transformational challenges. David Gilmour, co-founder bp Launchpad Taking innovation concepts to scale is the real challenge. This book provides a practical framework and methodology for going beyond the MVP into scale. Ofer HaCohen, Head Innovation Center Israel, AT&T Frank has addressed business-building in many organizations successfully. Finally, his approach is "codified" in this book. I can't recommend it enough to every innovation team keen to deliver results. Hans Balmaekers, CEO, innov8rs The Lean Scaleup gives companies a powerful tool to identify, develop and scale breakthrough innovations. A must-read for all managers from corporate innovation or strategic innovation. Prof. Dr. Georg Oenbrink, CEO, CREAGO Solutions (formerly Evonik industries) The book provides an excellent framework to address the Scaling-Up challenge. It is based on the real-life learning journey of +20 corporates. A must-read for corporate entrepreneurs and their leaders! Carina Snijder VP, Research Program Management, Royal Philips

Running Lean 972979

This book focuses on one question: How can large companies generate business impact from non-incremental innovation? The situation seems paradox. Winning in non-incremental innovation should be the domain of large corporates, not of greenfield startups. Yet, 7 out of 8 corporate startups do not generate business impact . And the media is full of stories that greenfield startups are attacking and even 'disrupting' incumbents. To stack the odds for success, large corporates have tried to emulate the methods and approaches of greenfield startups. They set up explorative innovation units (called Innovation Centers, Incubators, Accelerators, Digital Labs, Innovation Outposts, Fab

Labs, Maker Spaces, etc.). Around the globe there are more than 600 of these. But returns on innovation are decreasing - despite increasing investments into innovation. So apparently there is a problem. We think that the root cause - and hence the Archimedean point for solving the problem - lies in one part of the end-to-end innovation process. Corporates need to think one step further, beyond their explorative innovation units. They need to actively shape the phase that comes after a promising innovation concept has been found and validated. We call this phase Scaling-Up. In this phase, business impact is generated. Success in this phase requires an orchestrated interplay between the corporate startup and the core organization, built on a solid methodology. The book is written for Top Managers and members of the Board who are concerned about the business impact that their innovation investments create. It is also written for corporate practitioners working in explorative innovation units, in Corporate Innovation Management, Corporate Research, Group Technology, Corporate Strategy, Corporate In-house Consulting or in comparable functions. And we also had Senior Management from Business Units (BUs) in mind when we wrote this book. With excellence in Scaling-Up, a corporate startup has the entrepreneurial momentum of a small company and (by leveraging the assets of its parent company) an 'unfair advantage' in the innovation race. With every successful corporate scaleup, the company not only increases growth, EBIT and market cap - it also actively reshapes its core business for tomorrow. Without excellence in Scaling-Up, validated innovation concepts will not generate business impact. In other words, if a company is not good in Scaling-Up, all work done in the Ideation

and Validation phases is just a costly hobby. This book draws on our extensive consulting experience in this space and is co-written with our clients. We assembled a cross-industry 'Peer Group' of well-known, large European companies - all of them widely seen as good innovators or even innovation leaders. In the process, the group members analyzed relevant research, shared their Good Practices, developed and validated methodological frameworks and helped each other in Peer Coaching. The reader of this book can benefit from the Peer Group's work and findings. Some readers might be more interested in 'how-to' methods, others more in practical experiences. This book contains both. It is organized in four parts Part 1 - 'UNDERSTAND' provides the thinking framework for excellence in Scaling-up. Part 2 - 'PREPARE' takes a closer look into the phase that precedes Scaling-Up. Part 3 - 'SCALING-UP' presents the framework for effective Scaling-Up that the Peer Group has co-created. Part 4 - 'BUILDING THE ORGANIZATIONAL CAPABILITY' features real life cases on how BP, Robert Bosch, Orange, SIX, Telefonica, TRUMPF and TÜV Rheinland are aiming for excellence in Scaling-Up.

Building a Culture of Innovation Currency

Corporate Explorers Transform Disruption Into Opportunity With This Proven Framework Innovation used to be seen as a game best left to entrepreneurs, but now a new breed of corporate managers is flipping this logic on its head. These Corporate Explorers have the insight, resilience, and discipline to overcome the obstacles and build new ventures from inside even the largest organizations. Corporate Explorers are part entrepreneurs, using innovation disciplines to jump start cutting-edge ideas, and part change leaders, capable of creating support

for investment. They see that corporations already own the ideas, resources, and—critically—the talent to build new ventures. Companies like Amazon, Microsoft, Bosch, LexisNexis, and Analog Devices enable managers to put these assets to use and gain an upper hand over startups that threaten to disrupt them. Corporate Explorer is a guidebook to the practices that enable these managers to go from idea into action. It demonstrates how success is not only possible but may offer entrenched companies better odds than venture-capital backed startups. This actionable and proven framework explains how managers can become successful corporate innovators; it includes tools to: Learn how to apply innovation practices with greater discipline Turn great ideas into a full-time job as an innovation leader Experiment with and scale original business models Transform innovation programs into a thriving source of new business Attract, retain, and motivate entrepreneurial talent Energize employees by creating a realistic way to innovate These lessons come from the trailblazers of corporate innovation—Andrew Binns (Change Logic), Charles O'Reilly (Stanford Graduate School of Business), and Michael Tushman (Harvard Business School)—who have decades of experience helping entrepreneurial-minded executives activate employees to become Corporate Explorers. Entrepreneurs take notice—it's time for Corporate Explorers to set the pace and chart the course for disruption.

The Lean Product Lifecycle Berrett-Koehler Publishers Offers a systematic approach to product/market fit, discussing customer involvement, optimal time to obtain funding, and when to change the plan.

A New Roadmap for Entrepreneurial Success Apress

The phrase innovation theater is almost self-explanatory. Almost. The two words tell the story about a rapidly growing phenomenon within the startup eco-system where millions of euros and dollars are being poured into creating innovation with processes, consultants and accelerator programs. Oftentimes these efforts unfortunately have the direct opposite effect. They become more for show than for concrete results. Innovation theater kills startups. It is a patient disease that creeps its way into young companies without the employees even noticing it. It is especially dangerous combined with the ever-growing popularity of partnerships between startups and corporates. This book tells the story about how innovation theater in the end killed a young startup. It is an eyewitness story told by one of the founders, who points to 10 different lessons learned and how other startups (and corporates) can avoid the death by innovation theater.

The Science of Growth John Wiley & Sons

The Corporate Startup How Established Companies Can Develop Successful Innovation Ecosystems Management Impact Publishing How Modern Companies Use Entrepreneurial Management to Transform Culture and Drive Long-Term Growth Lean Scaleup Ug You need to run a strategy workshop to help a corporate team make a decision, understand the tools and processes to follow, and require a guide to help you plan and run the workshop. The Strategy Visioning Workshop Journal is the companion guide to our popular books Succeeding as a Management Consultant, The Operations Management Journal, The Corporate Wellness Strategy Journal, The Digital & Information Technology Strategy Journal, The Investment Strategy Journal and The Strategy Journal, an Amazon bestseller. Our books are different. It's

practically impossible to find examples of consulting studies, analyses, and proposals. There is clarity and value in seeing this. Reading descriptions of how consultants analyze problems, or write proposals, is not the same as seeing the work. This is what we offer. The process taught can be modified to fit most strategy workshop goals. The journal is divided into 4 parts: (1) The workshop map, (2) Understanding the workshop, (3) The workshop begins, and (4) Output. UNDERSTANDING THE WORKSHOP contains: What is corporate strategy? Visioning workshop to corporate strategy What is the logic of the overall process? How would you pull all the pieces together? Let's walk through a typical visioning workshop What are the explicit objectives of each part of the workshop? What is the objective of the overall workshop? Do we always pre-presents? What are the checklists/milestones/ early warning signs? What happens if the wrong market/segment is selected? Why doesn't one elegant analysis provide the answer? Why don't we use SWOT analysis? Why don't we use Porter's Five Forces? Does this analysis replace a business plan? Should the same logic + approach be used for all corporate strategy studies? Must a workshop format always be used? Why conduct the workshop so early? Is this the entire corporate strategy process? If not, what is there to come? Who should be invited? How should the room/event be organized? Where should the workshop be held? How important is the skill to facilitate the workshop? Who facilitates? Who makes the final decisions? What happens if the client arrives at a different conclusion? This journal helps readers walk into any situation in any organization anywhere in the world and run a strategy visioning workshop via to-do list prompts, guides, and a visual

example. All based on the combined best-practices of the author and the ex-McKinsey, BCG, et al. partners who produce all the strategy training programs on StrategyTraining.com. On StrategyTraining.com/FIRMSconsulting.com, you have seen us over the last 10 years help numerous clients solve complex business problems: postal turnaround, merge tech giants, help a bank enter the US Market, etc. Clients who have used the Journal report: A sense of purpose Rapid promotions Career fulfillment Happier colleagues Improved skills Increased productivity Increased focus Client success

The Founder's Dilemmas Management Impact Publishing
The Founder's Dilemmas examines how early decisions by entrepreneurs can make or break a startup and its team. Drawing on a decade of research, including quantitative data on almost ten thousand founders as well as inside stories of founders like Evan Williams of Twitter and Tim Westergren of Pandora, Noam Wasserman reveals the common pitfalls founders face and how to avoid them.

The Strategy Visioning Workshop Journal McGraw Hill Professional

Is your company spending too much time on strategy development—with too little to show for it? If you read nothing else on strategy, read these 10 articles (featuring “What Is Strategy?” by Michael E. Porter). We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you catalyze your organization's strategy development and execution. HBR's 10 Must Reads on Strategy will inspire you to: Distinguish your company from rivals Clarify what your company will and won't do Craft a vision for an

uncertain future Create blue oceans of uncontested market space
Use the Balanced Scorecard to measure your strategy Capture
your strategy in a memorable phrase Make priorities explicit
Allocate resources early Clarify decision rights for faster decision
making This collection of best-selling articles includes: featured
article "What Is Strategy?" by Michael E. Porter, "The Five
Competitive Forces That Shape Strategy," "Building Your
Company's Vision," "Reinventing Your Business Model," "Blue
Ocean Strategy," "The Secrets to Successful Strategy Execution,"
"Using the Balanced Scorecard as a Strategic Management
System," "Transforming Corner-Office Strategy into Frontline
Action," "Turning Great Strategy into Great Performance," and
"Who Has the D? How Clear Decision Roles Enhance
Organizational Performance."

The Lean Enterprise Springer Nature

Achieve exceptional results with your organization's next

partnership for corporate innovation In *Gorillas Can Dance*,
distinguished international business strategy professor and
expert Dr. Shameen Prashantham delivers a proven roadmap for
large corporations collaborating with startups. Drawing on over a
decade of international research, Dr. Prashantham explains the
"why," "how," and "where" of corporate-startup partnering. In
this book, you'll learn: How to focus on the three pillars of
synergy, interface, and exemplar to achieve outstanding results
in your partnership Why the very thing that attracts large
corporations to startups—their significant differences—also
makes it difficult to work together Where in the world to find your
ideal startup partnerships and how to use them as a force for
good Perfect for C-suite executives, managers, business unit
heads, and corporate innovation managers, *Gorillas Can Dance* is
a must-have resource for business leaders seeking strategic
guidance on partnering and collaborating with startups.

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