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Innovation and entrepreneurship are crucial for surviving and prospering in today's turbulent business climate. A potentially significant way to revitalize established firms is through internal corporate venturing: high-risk activities that generate new businesses and sharpen a company's competitive edge.

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Creating a corporate venture can be done in one of two ways: by building a new business as a stand-alone unit (external corporate venture), or by building a new business inside the existing firm whose structure allows for management independence (internal corporate venture). Previous research (Burgelman, 1984, Burgelman and Sayles, 1986) has argued that...

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When managed right, corporate venturing can be the key to new growth and revitalization for established companies, regardless of size. For practitioners, managers, and executives who want to take innovation out of the starting blocks and on to mature business success, there can be no better place to start than with Corporate Venturing.

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corporate venturing creating new businesses within the firm two experts on the art of venturing offer a masterly blueprint for designing managing and learning from corporate ventures essential steps that will help companies lower the riskiness of corporate venturing creating new businesses within the firm

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Recognizing that traditional management principles are often at odds with innovation, this book addresses the problems of corporations whose policies and procedures discourage entrepreneurial effort. It shows managers at all levels how to develop the skills and practices essential to internal

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venturing success.

This is a reprint of a previously published work. This book describes how established firms innovate through corporate venturing-

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 intrests 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

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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

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Antwerp, the Antwerp Management School, ULB and Solvay Brussels School of Economics and Management.

ØLarge organizations are seen to be struggling to keep up with today's fast changing market and technological developments. However, an increasing number of firms have started to engage in corporate venturing as a way to enhance their inno

Based on in-depth empirical research, this text is an examination of how external corporate venturing can enhance organizational renewal, and a practical guide to help management apply it within their own organizations.

Corporate Entrepreneurship provides a thorough review of the literature on this topic and presents a model based on this literature. It reviews the empirical and conceptual research that substantiates the many components of the model and describes a corporate entrepreneurship strategy based on that model.

Most companies wake up to the necessity of creating new business through corporate venturing. On the same hand many companies struggle how to create new business areas next to or even outside their current business scope. When should a company decide to explore corporate venturing? Should a

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company spend money on this and if yes: how much money, or better, how little? In this book the intriguing process of corporate venturing is described in terms of family relations. In corporate venturing setting-up new businesses always takes place within or in close cooperation with a large corporate organization. So we are talking about babies and children that need to be conceived, born and raised in the precarious environment of large (mother) companies. Some of these children will be part of the corporate family, other children will grow-up outside and have only a financial and/or business relationship with the corporates. Some will leave the family (spin-outs) and others will be adopted (acquisitions). What is the wisest thing to do, knowing that large companies generally have the least problems with the conception and the early stages of life as the baby is safe in their incubator and don't need substantial investments, in contrast with raising teenagers involving huge problems and challenges to overcome? Fred van Ommen en Corina Kuiper are both fascinated by the field of corporate venturing. They wrote this book for the occasion of the tenth anniversary of the Corporate Venturing Network Netherlands (CVNN). By sharing the experiences of professionals in the field of corporate venturing, they hope they will inspire the creation of new family members in corporate organizations. 'Instructieve bijdrage aan het debat' Frits van Hout, CMO

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ASML 'Great book on corporate venturing and its inextricable connection with corporate innovation (oid)' Henry Chesbrough, Faculty Director Garwood Center for Corporate Innovation, Haas School of Business, UC Berkeley 'Verplichte kost voor iedereen die in de weer is met corporate venturing' Rob van Leen, Chief Innovation Officer DSM Bron: Flaptekst, uitgeverysinformatie.

Corporate Entrepreneurship and Venturing is positioned at the crossroads of the strategy and entrepreneurship fields. The common theme is how and why corporate entrepreneurship and corporate venturing can contribute to innovation and strategic renewal in large established companies, in particular it explores ways to balance exploitation and exploration in established companies. The issue is how the locus of entrepreneurship affects the way corporate entrepreneurship addresses the exploitation/exploration challenge. In some chapters corporate entrepreneurship is dispersed across the organization and they examine the key elements of an entrepreneurial culture and the organizational conditions that are favorable to entrepreneurial initiatives. The other chapters contribute to the discussion on the potential role of corporate venturing which is separated from the main parts of the organization. They examine the advantages and disadvantages of corporate venture capital programs as particular forms of focused

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corporate entrepreneurship.

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