



# Intrapreneuring in Action: A Handbook for Business Innovation

*Gifford Pinchot, Ron Pellman*

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Based on the authors' experience helping companies launch over 400 new products and businesses, *Intrapreneuring in Practice* gives managers at all levels examples and instructions on how to identify people within their organizations who behave like entrepreneurs. It also explains how to avoid classic mistakes while creating a climate that encourages intrapreneurship and directs intrapreneurial energy toward company goals.

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