



Making Waves: Understanding Innovation For Business Success - Global Case Studies (Paperback)

By Richard Pech, Mike Turner

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. This book takes a practical and revealing look at innovation and entrepreneurship by asking a wide sample of proven global entrepreneurs how they did it. There are always critics who claim that such an approach is too subjective, the findings cannot be generalized across the greater population, or there may be issues of validity and reliability. In response to such arguments I can only shrug and point in the direction of authors such as Robert Yin (2003) and David de Vaus (2002) who have written eloquently on this topic. Stephen Jay Gould (1989), once made the following observation, the surfaces of planets and moons cannot be predicted from a few general rules. To understand planetary surfaces, we must learn the particular history of each body as an individual object - the story of its collisions and catastrophes, more than its steady accumulations, in other words, its unpredictable single jolts more than its daily operations under nature's laws . Similarly we argue that the life of an entrepreneur must be studied, including the shocks and calamities, as...

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