Six Keys to Release Ideas for Profitable Growth: Corporate Entrepreneurship

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CORPORATE ENTREPRENEURSHIP

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What is Corporate Entrepreneurship (CE)?

- Development of new ideas and opportunities within large established businesses
- Directly leads to improvement of organisational profitability.
- Enhances competition position

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Overview:

- What Corporate Entrepreneurship is
- Positives of CE
- Negatives of CE
- How it effects organisations
- Example - Taxi VS Uber
- Fad or business imperative?
Why should businesses engage in Corporate Entrepreneurship (CE)?

- It accelerates business growth
- Leads to innovation and increased financial returns
- Firms gain competitive advantages

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Can CE accelerate business growth?

65% top 100 businesses use CE to accelerate business growth!

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Apple's strategic focus on CE lead to the development of the iPod and iPhone

Reshaped the smartphone industry

Gained public recognition and high financial return