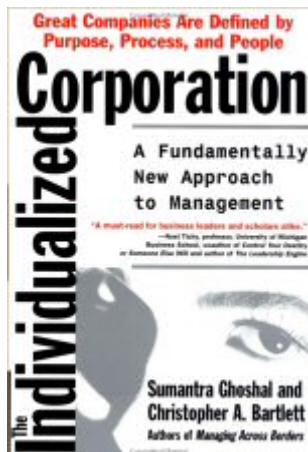


Thursday, April 29, 2004

## Corporate Entrepreneurship (01)

I will post different articles about Corporate Entrepreneurship in the next days. I think it's the right time, some of you know what I mean ;-) These posts will be based on quotations from a marvelous book written by [Bartlett](#) and [Ghoshal](#) (I published a [blog](#) about the death of Ghoshal some days ago), called [The Individualized Corporation: A Fundamentally New Approach to Management](#).



As usual, we will begin with some definitions about Corporate Entrepreneurship. You will see, not so easy to define this notion :-) We will then discuss some thoughts from Jack Welch (and his vision) about Corporate Entrepreneurship by General Electric. The third part will be dedicated to innovation and Corporate Entrepreneurship by 3M. And we will conclude with general ideas from Bartlett and Ghoshal about Corporate Entrepreneurship.