



# Grow from Within: Mastering Corporate Entrepreneurship and Innovation

*ROBERT C. WOLCOTT, MICHAEL J. LIPPITZ*

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## Create Business and Generate Profits in New Markets through Innovation!

“The best account I have read about how companies can enable and support internal entrepreneurs to achieve innovation-led growth.”

**Philip Kotler, S.C. Johnson & Son Professor of International Marketing, Kellogg School of Management**

“An essential resource for both private and public sector leaders seeking to align new business creation with an organization’s mission and strategy . . . and achieve results.”

**William J. Perry, former U.S. Secretary of Defense**

“Wolcott and Lippitz are not only insightful, they are spot on. This is exactly the book corporate leaders—from CEOs and functional executives to corporate entrepreneurial teams—need to help them navigate the exceptional challenges of organic growth and innovation.”

**Betsy Holden, Senior Advisor, McKinsey & Company, and former Co-CEO, Kraft Foods, Inc.**

## About the Book:

*IBM reports \$15 billion of annual new revenues from 22 Emerging Business Opportunities.*

In 2008, \$4 billion in revenues from companywide innovation efforts allowed Whirlpool to maintain its top line, despite global recession and the steep drop in housing markets.

A DuPont business group leader, Ellen Kullman, backed an ambitious new business creation program and later became DuPont’s CEO.

Each of these companies has learned how to create new businesses on a repeatable basis. In *Grow from Within*, two leading scholars from the Kellogg School of Management explain how your company can discover the right approach to corporate entrepreneurship and make it profitable.

Taking innovation to the next level, corporate entrepreneurship is the process of building new businesses within an established organization— new businesses that are distinct from the core company but that leverage some of its most powerful assets. *Grow from Within* examines:

- The fundamentals of designing a new business
- The four dominant models of corporate entrepreneurship
- Ways to align your innovation program with your strategy
- Leadership requirements for developing new businesses

Innovation is critical to business success and growth, but it’s only the first step. Without strategically driven processes to turn insights into growing businesses, even the best ideas can fail. Creativity is often

serendipitous; innovation management should not be.

*Grow from Within* provides the knowledge you need to conceive and design valuable new businesses that breathe life into ideas and dramatically improve your top and bottom lines.

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