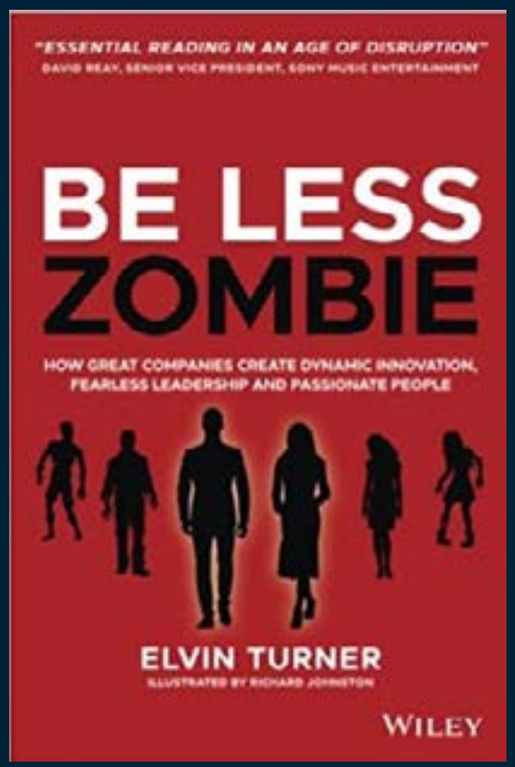
7 must-read books on corporate entrepreneurship

N°1 Be Less Zombie

KEY INSIGHT

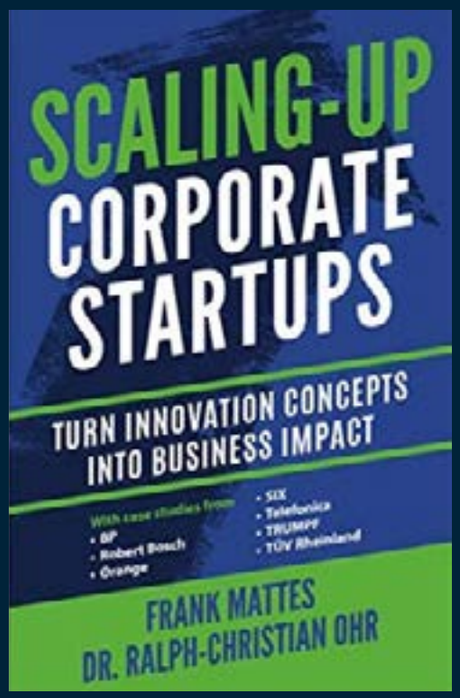
How to create a bolder and more continuous pipeline of ideas and how to stop managers from blocking great ideas. Comes with a pragmatic, actionable toolkit.



N°2 **Scaling-up Corporate Startups**

KEY INSIGHT

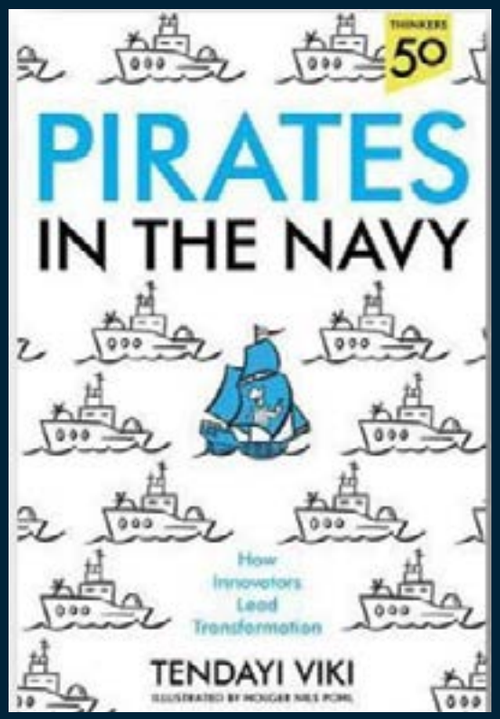
How to implement the four workstreams in the scaling-up phase and how to embed it back into the business.



N°3 **Pirates in the Navy**

KEY INSIGHT

How to influence leadership to prioritise innovation, how to work with naysayers and how to start a movement that transforms the way innovation is managed within companies.



N°4 **The Corporate Startup**

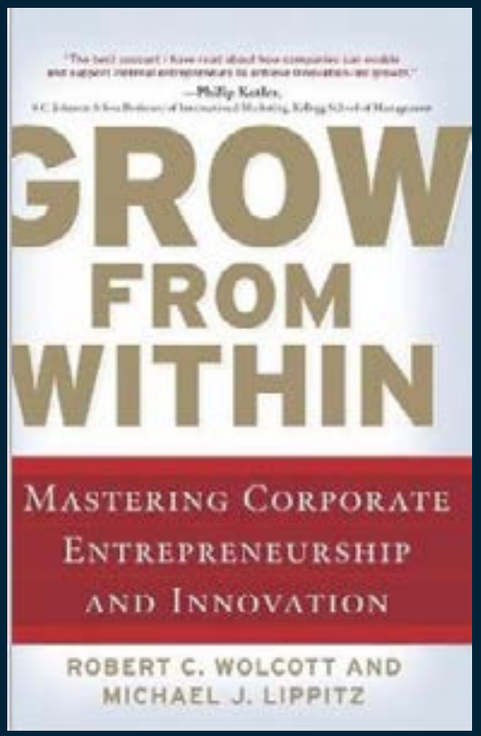
KEY INSIGHT

How to design an innovation strategy and governance model and how to implement innovation accounting with meaningful metrics.

N°5 **Grow from Within**

KEY INSIGHT

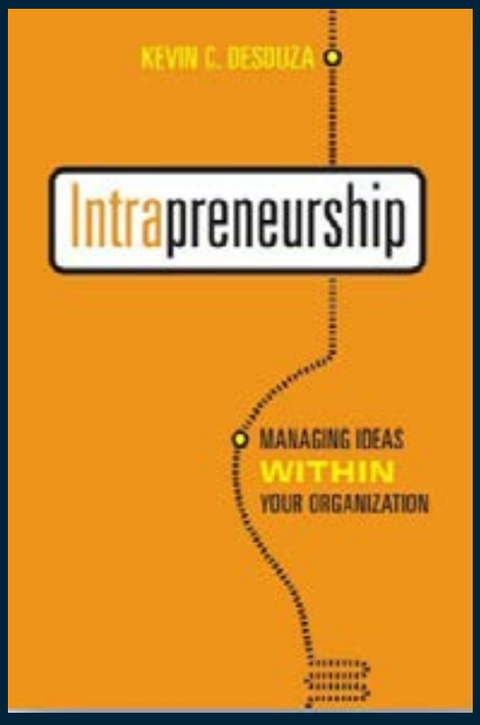
Understand four different models of corporate entrepreneurship and discover which model suits you best.



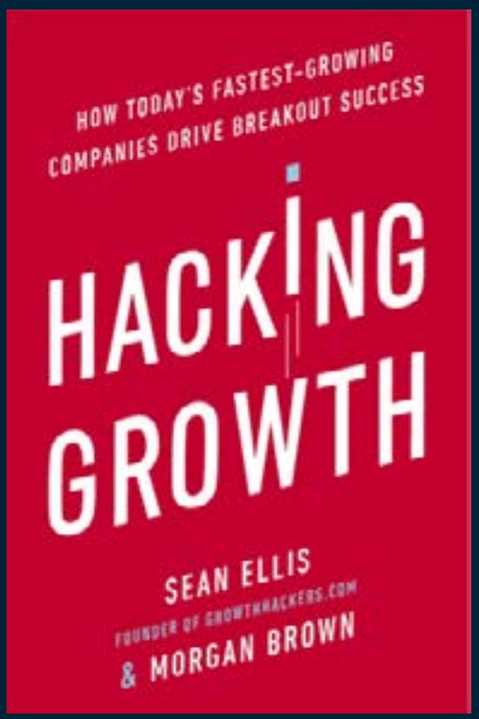
N°6 Intrapreneurship

KEY INSIGHT

How to channel enthusiasm and positive energy and how to manage ideas within organizations, both from the perspective of the innovator and the manager.



N°7 Hacking Growth

KEY INSIGHT

How to attain, retain and engage customers and motivate them to come back and buy more by focusing on and measuring what matters during scaling up