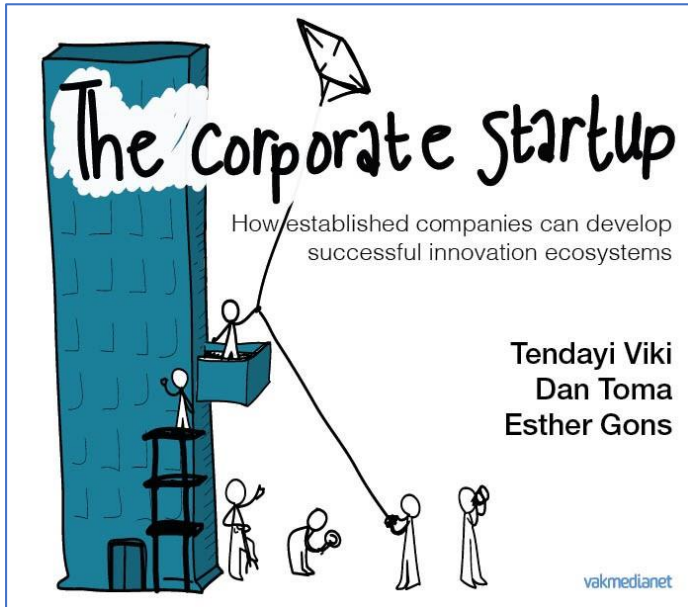


THE CORPORATE STARTUP

How established companies can develop successful innovation ecosystems

Tendayi Viki, Dan Toma and Esther Gons



The Corporate Startup is a practical guide for established companies that aspire to develop and sustain their innovation capabilities.

- The world around us is changing rapidly; there is now more pressure on established companies to innovate.
- The challenge most companies face is how to develop new products for new markets, while managing their core business at the same time.
- The principles and practices outlined in this book provide companies with a blueprint of how to manage innovation while they execute their core business.
- *The Corporate Startup* provides frameworks, visualizations, templates, tools and methods that can be easily applied to develop new products and business models.

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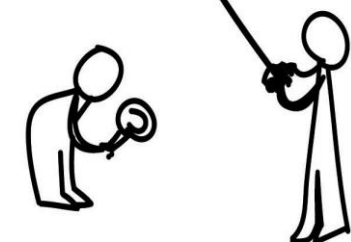
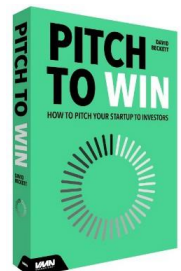
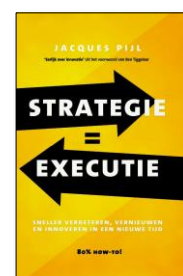
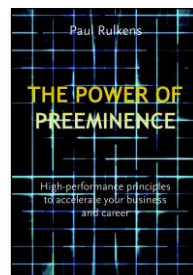
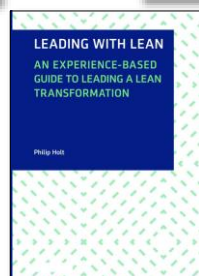
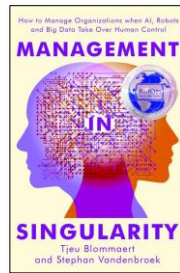
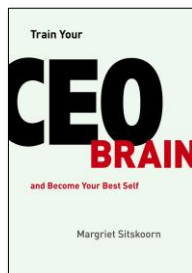
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AWARDS:

- **CMI Management Book of the Year Award 2018 for Innovation and Entrepreneurship**
- Author Tendayi Viki is on the **Thinkers50 2018 Radar List** and a **Thinkers50 nominee**



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