
NEW BOOK SAYS, “CORPORATE ENTREPRENEURS” WILL PIONEER THE NEXT FRONTIER FOR BUSINESS GROWTH

*Entrepreneurs Inside: Accelerating Business Growth with Corporate
Entrepreneurs reveals an untapped source for growth and explains how CEOs can start
capturing its full potential today*

MELROSE, MA – July 2, 2007 – Many organizations are missing significant growth opportunities because they are not effectively harnessing the most able business builders they’ve got: their corporate entrepreneurs.

That’s the core message of *Entrepreneurs Inside: Accelerating Business Growth with Corporate Entrepreneurs*, authored by growth expert Susan Foley. *Entrepreneurs Inside* (www.entrepreneursinside.com) is a thought-provoking examination of what it takes to identify, launch, and build new growth businesses from inside existing organizations. It is written for CEOs and other senior executives who are placing ever-stronger emphasis on top-line growth - and who believe that innovation sparked by in-house entrepreneurs is a powerful means of achieving that growth.

In *Entrepreneurs Inside*, Foley takes the reader into the world of corporate entrepreneurship, also known as “intrapreneurship.” Using in-depth discussion of innovation, organic growth, entrepreneurial leadership, talent management and organizational development, the book gives business readers an insider’s view of what really drives business growth. Drawing on real-world examples, Foley defines and describes the archetypal corporate entrepreneur and shows executives how to navigate past inevitable obstacles and toward successful implementation of intrapreneurship initiatives.

Foley also confronts the downside to underutilizing corporate entrepreneurs. Her book warns of the all-too-typical lack of strategic focus and limited research that repeatedly frustrate and derail the best efforts of corporate entrepreneurs – often to the point where they leave for other employers that see the long-term benefit of using such talent to sharpen the entrepreneurial game. It also offers real-world lessons on the obstacles and hidden barriers that corporate entrepreneurs encounter as they create the entrepreneurial culture necessary for success.

The book is based on research conducted with a group of experienced corporate entrepreneurs across a diverse set of industries. These senior executives, many reporting directly to the CEO, were responsible for building multi-billion dollar businesses in their organizations. They know first-hand that such initiatives are daunting work, requiring a unique combination of competencies. They provide new insight and understanding of what it means to be a corporate entrepreneur.

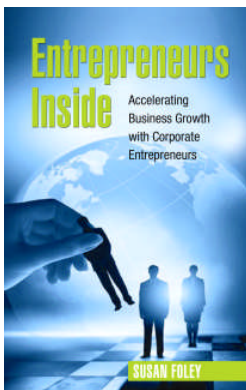
Entrepreneurs Inside explores:

- Top competencies of successful corporate entrepreneurs
- Three P’s for entrepreneurial success
- Building blocks of corporate entrepreneurship
- Entrepreneurial framework

-more-

- Living in a world of contrasts
- Navigating uncertainty
- Traversing the “valley of despair”
- Executing with precision
- And more.....

Entrepreneurs Inside explains what separates the wheat from the chaff, describing the attributes and skills of successful corporate entrepreneurs and entrepreneurial leaders. It offers insights and lessons learned from experienced corporate entrepreneurs on what it takes to build the culture and infrastructure for success. It looks at the organizational systems and processes that impede progress and how culture can get in the way. The book also explores some of the reasons why many innovation efforts are not successful and why without CEO involvement entrepreneurial efforts are doomed to fail.



“Entrepreneurs Inside does an excellent job of articulating one of the greatest talent management issues facing large organizations today – keeping their entrepreneurial people.”

“It’s clear to me that the topic has resonance and currency and that you’re onto something very interesting.”

“Entrepreneurs Inside is one of the most practical and informative business books available today.”

Are you a corporate entrepreneur? Take our quick survey to find out. You may be eligible to participate in our benchmarking study. Go to www.entrepreneursinside.com to take the survey and learn more about *Entrepreneurs Inside*.

Book Details

Entrepreneurs Inside: Accelerating Business Growth with Corporate Entrepreneurs is available at Xlibris.com, Amazon.com, Barnes and Noble.com, and Borders.com.

Author: Susan Foley

Publisher: Xlibris

Publication Date: July 2007

ISBN: 978-1-4257-5161-6

Price: \$31.99

Pages: 250

About the Author

Susan Foley is the founder of Corporate Entrepreneurs, LLC (www.corporate-entrepreneurs.com) and the executive director of the Research Centers at Babson Executive Education. As an experienced corporate entrepreneur, Foley understands the challenges and opportunities of creating the entrepreneurial mindset and infrastructure inside an established organization. Foley has spent the last 20 years helping organizations develop new businesses that have generated millions of dollars. Prior to this she held senior positions at Standard & Poor’s, 3M, Hewlett-Packard, Digital Equipment, and Arthur D. Little. Foley can be reached at susan@corporate-entrepreneurs.com.

###