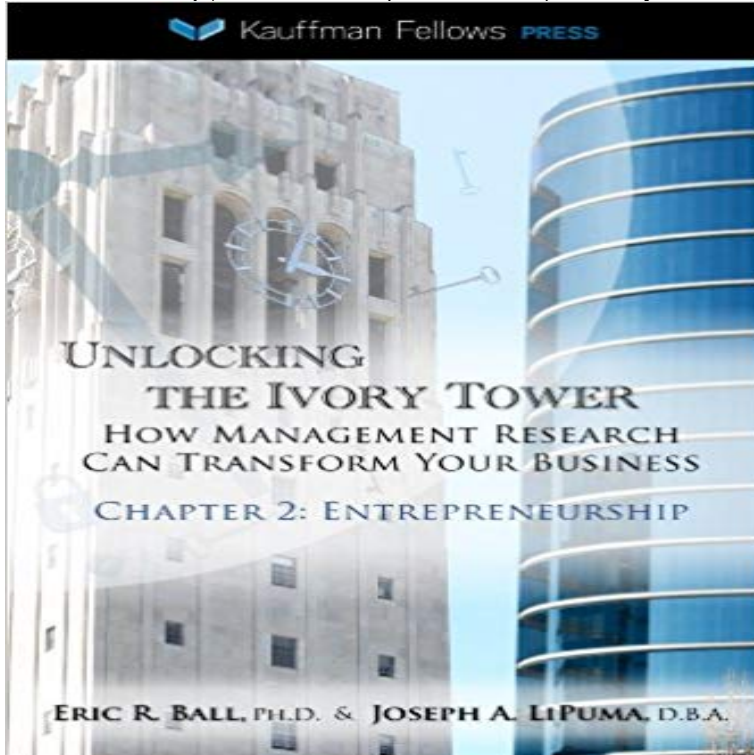


Unlocking the Ivory Tower, Chapter 2: Entrepreneurship



Management is a discipline that can be learned from study. A large and diverse set of academic management research, often accessible only to academics, has practical, actionable implications to help in managing an organization today. Many management books tell many stories in order to communicate a single core idea. Most academic literature is physically and linguistically inaccessible to the time-constrained executive. Doctors Ball and LiPuma have helped create, develop, and run organizations. They both have executive experience in finance, mergers and acquisitions, and entrepreneurship in international contexts. Each also has invested time publishing in academic journals and teaching business school students in different countries. Eric and Joe have written a book that addresses the major components of academic business literature: strategy, leadership, entrepreneurship, organizational theory, international business, innovation, and finance. They act as field guides and interpreters, bridging the divide between scholarship and practice, and distilling each research contribution into a brief outline while preserving the message of that thinker. They also provide context regarding how the particular contribution fits into the rest of the field, and how it can be applied in the real world. The result is a rich book that covers a lot of ground and provides a basis for understanding the major schools of thought in primary management fields. This book is light on anecdotes and heavy on actionable research results, making it an essential reference for both managers and students.

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