

Peter F.

Drucker

Innovation and Entrepreneurship

Practice and Principles

With a foreword by Joseph Maciariello



London and New York

CONTENTS

| | |
|---|-----|
| FOREWORD TO THE ROUTLEDGE CLASSICS EDITION | ix |
| PREFACE | xix |
| Introduction: The Entrepreneurial Economy | 1 |
| PART I THE PRACTICE OF INNOVATION | |
| 1 Systematic Entrepreneurship | 25 |
| 2 Purposeful Innovation and the Seven Sources for Innovative Opportunity | 36 |
| 3 Source: The Unexpected | 45 |
| 4 Source: Incongruities | 69 |
| 5 Source: Process Need | 84 |
| 6 Source: Industry and Market Structures | 93 |
| 7 Source: Demographics | 108 |
| 8 Source: Changes in Perception | 121 |
| 9 Source: New Knowledge | 131 |

| | | |
|----|--------------------------|-----|
| 10 | The Bright Idea | 159 |
| 11 | Principles of Innovation | 163 |

PART II THE PRACTICE OF ENTREPRENEURSHIP

| | | |
|----|--|-----|
| 12 | Entrepreneurial Management | 175 |
| 13 | The Entrepreneurial Business | 180 |
| 14 | Entrepreneurship in the Service Institution | 217 |
| 15 | The New Venture | 230 |

PART III ENTREPRENEURIAL STRATEGIES

| | | |
|----|-------------------------------------|-----|
| 16 | 'Fustest with the Mostest' | 257 |
| 17 | 'Hit Them Where They Ain't' | 270 |
| 18 | Ecological Niches | 286 |
| 19 | Changing Values and Characteristics | 299 |

| | | |
|--|--|-----|
| | Conclusion: The Entrepreneurial Society | 311 |
|--|--|-----|

| | | |
|--|--------------------|-----|
| | SUGGESTED READINGS | 328 |
|--|--------------------|-----|

| | | |
|--|-------|-----|
| | INDEX | 330 |
|--|-------|-----|