



Creating Value: Winners in the New Business Environment

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In this volume, leading experts from the field of entrepreneurship explain how to identify entrepreneurial opportunities and how to exploit these opportunities in the context of today's turbulent and volatile business environment.

- Leading experts from the field of entrepreneurship explain how to identify entrepreneurial opportunities and how to exploit these opportunities with effective strategies that create value.
- The volume is divided into two sections: the first focuses on identifying entrepreneurial opportunities; the second on exploiting these opportunities for wealth creation.
- Within each section, individual chapters address emerging issues in strategic management and entrepreneurship, such as value drivers for new business models, and the use of real options and knowledge creation in high velocity environments.
- The strength of the book is that it focuses on the cutting edge ideas and imaginative strategies that are being employed by the new winners in today's economic climate.

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Editorial Review

From the Back Cover

In this volume, leading experts from the fields of entrepreneurship and strategy explain how to identify entrepreneurial opportunities and how to exploit these opportunities in the context of today's turbulent and volatile business environment. At a time when new winners are emerging quickly and unexpectedly, while established leaders are declining or disappearing, the contributors illustrate how to tackle current business challenges with effective strategies that create value.

The volume is divided into two parts: the first focuses on identifying entrepreneurial opportunities; the second on exploiting these opportunities for wealth creation. Within each part, individual chapters address emerging issues in strategic management and entrepreneurship, such as value drivers for new business models, and the use of real options and knowledge creation in high velocity environments. The strength of the book is that it focuses on the cutting edge ideas and imaginative strategies that are being employed by the new winners in the current economic climate.

About the Author

Michael A. Hitt is a Distinguished Professor and holds the Joseph Foster Chair in Business Leadership and the C.W. and Dorothy Conn Chair in New Ventures at Texas A&M University. He received his Ph.D. from the University of Colorado. Recently, he has co-authored *Mergers and Acquisitions: A Guide to Creating Value for Stakeholders* (2001) and *Strategic Management: Competitiveness and Globalization* (Fourth Edition, 2001). He is also the co-editor of many volumes, including *The Handbook of Strategic Management* (Blackwell Publishers, 2001) and '*Creating Value*' (Blackwell Publishers, 2002). He is a Past President of the Academy of Management and has served as Editor of the *Academy of Management Journal*.

Raphael Amit is Robert B. Goergen Professor of Entrepreneurship at the Wharton School, University of Pennsylvania. He is a founding Director of the Wharton e-Business Initiative, a unique academic-industry partnership established to create e-business knowledge through the integration of state-of-the-art academic e-business research, e-business management practice and curriculum development. He serves on the editorial boards of *Strategic Management Journal*, *Organization Science* and the *Journal of Business Venturing* and was previously Associate Editor of *Management Science*.

Charles E. Lucier is Senior Vice-President and Chief Growth Officer of Booz Allen Hamilton. In his nineteen years at Booz Allen, he has assisted clients in developing and implementing corporate and business unit strategies. As Chief Growth Officer, he is a member of Booz Allen Leadership Teams responsible for the firm's innovation and marketing.

Robert D. Nixon holds the Fischer Family Chair in Family Entrepreneurship at the University of Louisville. He has co-edited *Winning Strategies in a Deconstructing World* (2000), *Dynamic Strategic Resources: Development, Diffusion and Integration* (1999), *New Managerial Mindsets: Organizational Transformation and Strategy Implementation* (1998) and *Managing Strategically in an Interconnected World* (1998). His extensive industrial experience encompasses work for international, high-technology firms and the founding and management of more than a dozen entrepreneurial firms.

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