



# Intrapreneurship: Managing Ideas Within Your Organization (Rotman-UTP Publishing)

*Kevin C. Desouza*

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As an employee, you suspect that your best ideas are valuable and could greatly benefit your organization. Management also recognizes that a company's ability to compete is contingent on how well it leverages its employees' ideas. So, why are individuals at all levels of organizations typically poor advocates for ideas? *Intrapreneurship* provides an engaging guide for both managers and employees on how to direct the flow of ideas and foster a culture of entrepreneurship within their company's existing structure.

Based on Kevin C. Desouza's research and experience consulting with thirty global organizations, *Intrapreneurship* outlines ways to mobilize all types of ideas – including blockbusters with the potential to create radically new external products and services, and more incremental innovations for improving internal processes. With practical frameworks and real life examples for both employees and managers, *Intrapreneurship* will help you to identify the value in your own ideas and those of others to ultimately benefit your organization.

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