



# Innovation and Entrepreneurship: A Competency Framework

*Charles H. Matthews, Ralph Brueggemann*

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This book presents a new model, the competency framework, for students, innovators, entrepreneurs, managers, and anyone who wants to better understand the dynamic world of innovation and entrepreneurship.

Focused on both the individual and strategic organizational level, this book is about people and the competencies each person needs to learn to be successful in creating a more dynamic future. Matthews and Brueggemann's framework for innovation and entrepreneurship competencies empowers individuals to excel at innovation and new venture creation.

It provides a practical guide and clear and concise understanding of the knowledge, skills, attitudes, and experiences that are needed to increase imagination, creativity, innovation and new venture creation capability. *Innovation and Entrepreneurship* will be attractive for students of entrepreneurship, innovation, management and cross-disciplinary classes, such as design thinking.

Presented in a modular format, *Innovation & Entrepreneurship* informs the future direction of people and technology, as well as the educational systems producing the next generation of innovators and entrepreneurs.

Based on extensive academic research, this book is organized into two sections: Twelve innovation elements and twelve competency categories. The **elements** are the foundation and the **competency categories** are the building blocks that inform our path toward a more precise understanding of how innovation and entrepreneurship plays an important role in economic development and our daily lives.

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