Architecting Enterprise: Managing Innovation, Technology, and Global Competitiveness

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Architecting Enterprise: Managing Innovation, Technology, and Global Competitiveness Rajagopal Most firms that are new and at the grassroots of the market have started to redefine key aspects of their marketing mix and by innovation and customer driven technology solutions have grown stronger to sustain the market competition. Thus, firms observe shrinking traditional conventional business measures and a leaning towards investing in market oriented technology and co-creating innovations in products and services associating with consumers. *Architecting Enterprises* argues that emerging firms must switch focus to user-driven innovation. This book is divided into eleven chapters spread across three sections comprising laying the foundations of enterprise, architecting enterprise-innovation and technology effects, and revealing values. The discussion in this book provides a comprehensive introduction to the concept of entrepreneurship and entrepreneurial business management. The author covers many elements of the entrepreneurial management discipline including choosing a business, organizing, financing, marketing, developing an offering that the market will value, and growing the business in all its dimensions.

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