



Venture Catalyst: The Five Strategies For Explosive Corporate Growth

Donald L. Laurie

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In today's high-stakes environment, the question is not whether to venture but how far and fast can your company grow through new business creation. In Venture Catalyst, Don Laurie offers an insider's perspective on the explosive world of corporate venturing through interviews with such pioneers as former Corning Chairman Roger Ackerman, David Wetherell of CMGI, and Mitch Kapor of Accel. Moreover, he offers a practical framework for identifying new sources of growth, launching and managing ventures, balancing the tension between established discipline and entrepreneurial creativity, and maximizing the value of ventures. For executives, managers, entrepreneurs, and investors alike, Venture Catalyst is a powerful guide to thriving in the volatile new economy.



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