

Chance and Intent

Managing the Risks of Innovation
and Entrepreneurship

Edited by

David L. Bodde
and Caron H. St. John

Contents *Am*

<i>Acknowledgments</i>	<i>vii</i>
Introduction: Some Thoughts at the Beginning Concerning Risk and its Management	ix
PART I	
Decision-Making Under Stress and Uncertainty	1
1 Managing an Entrepreneur's Risk-Taking Propensity PHILIP BROMILEY, DEVAKI RAU, AND CARON H. ST. JOHN	7
2 Risk-Takers and Taking Risks WILLIAM B. GARTNER AND JIANWEN LIAO	19
PART II	
Managing Unruly Reality: Risks from the Business Environment	35
3 Learning from the Unexpected RITA GUNTHER MCGRATH	41
4 Evidence-Based Management for Entrepreneurial Environments: Faster and Better Decisions with Less Risk JEFFREY PFEFFER	57
5 Betting the Farm: Real Options, Scenario Analysis, and Strategic Reasoning about Risk DAVID L. BODDE	69

PART III

Open Innovation: New Horizons, New Risks	85
6 Open Innovation from Theory to Practice JOHN T. WILBANKS	93
7 The Uses and Risks of Open Innovation JAMES A. EUCHNER	109
8 Entrepreneurship and Venture Capital in the Age of Collective Intelligence ROBERT LAUBACHER	125
<i>Author Biographies</i>	143
<i>Index</i>	149