

Entrepreneurial Book Review

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Due Mar 29 by 5:45pm

Points 100

Submitting a file upload

You must first get your book approved by me. To do this, please email me by the Feb 1st class the title and author of the book, and your reason for selecting this book. The reason may be as short as a single sentence. No two people may use the same book, and I will approve books in the order I receive them--so don't wait.

The purpose of this assignment is to build your toolkit, and bring into the discussion other perspectives than those provided by the assigned readings. You will be asked to summarize your book in class, and should provide a three to five page (single space) summary of the book. Please also include any two or three figures of your own creation which help us to understand the key points of the book.

The book may be about entrepreneurship, or about an entrepreneur's journey. Please try to make the book a recent book (first published in 2012 or later).

Grading rubric:

- Integrative summary (50% of the assignment weight): Clearly summarize and explain key points made in the book. Your summary must be very integrative in nature (pulled from all chapters), written precisely, and reflect thoughtfulness.
- Application ideas (25% of the assignment weight): Discuss precisely how application of the ideas in the book can improve technology and innovation management and subsequently firm performance. Also, include specific things you could use from this book at your current job and future career.
- Critique (25% of the assignment weight): Provide a thorough critique by explaining major weaknesses, things you disagree with, things that could be improved, critical things the book does not cover, etc.

Book Review (1)

Criteria	Ratings	Pts
Integrated Summary <i>Is the document written precisely or is there too much rambling or redundant points? Is there an attempt to overwhelm with words rather than clarity of thought? Are points brought in from each chapter, a fully integrated review, or does the review ignore key points of the original book? Is the review a clear summary, and highlights the key points of the book? Does the review represent thoughtfulness, or does the review simply quote ideas from the book without adding value (does the review avoid being just a shortened version of the book, where sentences from each chapter are passed off as new work)?</i>		50.0 pts
Application Ideas <i>Are the lessons, ideas, models, recommendations from the book demonstrated to be useful by applying them to some real world example (where the example is not from the book)? Are the group members' projects discussed with regards to how well the book might be applied to them (and, perhaps, the failure of some aspect of the book to be relevant to the real world example--and why)? Are the examples of applications ideas specific?</i>		25.0 pts
Critique <i>Are the weaknesses of the book discussed, and are these weaknesses insightful? How well are the things from that book that you disagree with developed? Are omissions of key (relevant) ideas discussed? Why should we have expected this book to have covered these omitted ideas?</i>		25.0 pts
Total Points: 100.0		