

Public Sector Entrepreneurship and the Integration of Innovative Business Models

Part of the Advances in Public Policy and Administration Book Series

Mateusz Lewandowski (Jagiellonian University in Kraków, Poland) and Barbara Kożuch (Jagiellonian University in Kraków, Poland)

Description:

While private, for-profit businesses have typically been the most experienced with entrepreneurship, the study of public sector business models is coming to the forefront of entrepreneurial discussions. This shift has allowed researchers and practitioners to expand on their knowledge of positive business choices and paved the way for more profitable business empires.

Public Sector Entrepreneurship and the Integration of Innovative Business Models is a comprehensive source of academic research that discusses the latest entrepreneurial strategies, achievements, and challenges in public sector contexts. Highlights relevant topics such as public management, crowdsourcing, municipal cooperation, and public sector marketing.

Readers:

This is an ideal resource for managers, practitioners, researchers, and professionals interested in learning more about public sector business ideals, and how these models are shaping positive entrepreneurial communities around the world.

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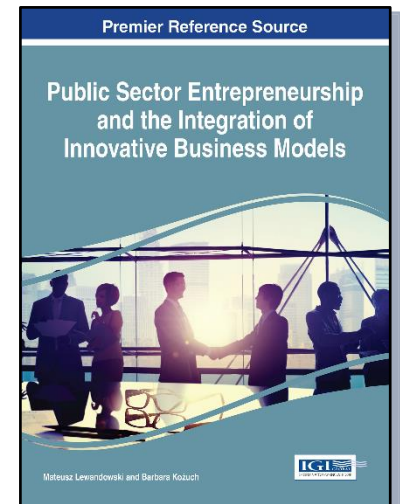
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