



## CHAPTER 14

### STRATEGIC ENTREPRENEURSHIP



#### [Internet Activity: Dyson Appliances Limited](#)

Dyson are known for being an innovative company. So how do they create an environment for innovation? In groups, look at the Dyson Appliances Limited case study. Identify how Dyson manage internal innovation.

<http://www.icmrindia.org/casestudies/catalogue/Operations/OPER087.htm>