



Rowdy Entrepreneurs and Insecure Dinosaurs: Popular Strategies for Innovation After the End of Endings

Murat Karamuftuoglu

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Rowdy Entrepreneurs and Insecure Dinosaurs is about invention and innovation in the context of postmodern society and information economy. It applies "popular culture" theory to such companies as Virgin, Microsoft, and Apple, to analyse their innovation strategies. This is the first book of its kind that mingles popular culture theory with innovation theory and entrepreneurship. It is written, true to the spirit of popular culture, in a lively style with abundant popular cultural references, and textual and visual puns.

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