



## News Release

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### **Susan Foley, Managing Partner, Corporate Entrepreneurs LLC launches new e-book *Acceleration – Changing the Speed of Growth*.**

Melrose, MA – February 2011: ***Acceleration – Changing the Speed of Growth*** is designed to provide you with a roadmap for accelerating growth. This e-book was written for individuals and organizations that understand the importance of entrepreneurial thinking and action to the ongoing growth of their organizations.

The rapid pace of change makes acceleration a critical part of everything we do. Like a runner, it is not enough to be running fast, we must be running faster over time. The same is true for organizations – they need to be moving faster in a world that is increasingly more complex and uncertain.

According to Foley, *“In order for organizations to increase the speed in which they respond to change and achieve business growth they must develop ‘entrepreneurship’ as a core competency.”* The current shortage of entrepreneurial leaders at the top of most organizations and the inability of many to respond effectively to a rapidly changing world make ‘entrepreneurship’ a critical imperative for all organizations.

There are three things that organizations need to do to accelerate growth – activate their people, renovate key processes, and transform their cultures. *It’s more ART than science!*

***Acceleration*** will be published in three parts – ***Activation, Renovation and Transformation***.

***This is Part 1: Activation*** - entrepreneurs and leaders that possess a core set of action oriented competencies that enable them to accelerate growth inside their organizations. Each e-book will provide insights, tools, and techniques to help you better understand the concepts and what is required to achieve entrepreneurial success inside of existing organizations.

The goal of this series of e-books is to:

- Enable YOU to understand if you have what it takes to be an entrepreneur inside an organization.
- Assist YOU in identifying and developing entrepreneurs needed to accelerate growth.
- Provide YOU with ways to eliminate barriers and obstacles that can get in the way.
- Help YOU create an environment where entrepreneurship can thrive.

You need more than speed to succeed. You must develop the entrepreneurial leadership and infrastructure to achieve and sustain growth over time.

To download a copy of this e-book go to: [www.corporate-entrepreneurs.com/Acceleration.html](http://www.corporate-entrepreneurs.com/Acceleration.html)

### Corporate Entrepreneurs LLC

Corporate Entrepreneurs LLC is a management consulting firm that focuses on Entrepreneurial Leadership and Innovation Growth. Susan has spent the last twenty five years helping organizations develop new growth businesses that have generated millions. Susan works with organizations to develop their internal entrepreneurs and entrepreneurial leaders. She helps organizations build the infrastructure to support innovation inside of an established organization, accelerating the speed of growth. Susan is a professional speaker, researcher, educator, and the author of numerous articles and a book *Entrepreneurs Inside: Accelerating Business Growth with Corporate Entrepreneurs*. For more information go to [www.corporate-entrepreneurs.com](http://www.corporate-entrepreneurs.com)