

part **III**

Prescriptions

"I always pass on good advice. It is the only thing to do with it. It is never of any use to oneself."

Oscar Wilde (1895)

In this part of the book, I offer a number of specific prescriptions related to the real-world challenges of entrepreneurship and innovation. I've tried to write each of the prescriptions in a way that hopefully makes them interesting and applicable for all readers, even if you don't face the specific challenge in question: revitalizing a business, starting a business, running a family business, selling a business, or running service, social, or public enterprises.

The prescriptions draw on the foregoing model and observations about innovation sins, entrepreneurial virtues, and the need to bridge various psychological and organizational factors in driving innovative results. Hopefully, the packaging in Part III will help you with further insights on how to apply these thoughts, and possibly trigger an idea or two that will be of value for you. If so, my objective will have been met.