

Cambridge University Press & Assessment  
978-0-521-17084-0 — Models of Opportunity  
Gerard George, Adam J. Bock  
Copyright information  
[More Information](#)



Shaftesbury Road, Cambridge CB2 8EA, United Kingdom  
One Liberty Plaza, 20th Floor, New York, NY 10006, USA  
477 Williamstown Road, Port Melbourne, VIC 3207, Australia  
314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre, New Delhi – 110025, India  
103 Penang Road, #05–06/07, Visioncrest Commercial, Singapore 238467

Cambridge University Press is part of Cambridge University Press & Assessment, a department of the University of Cambridge.

We share the University's mission to contribute to society through the pursuit of education, learning and research at the highest international levels of excellence.

[www.cambridge.org](http://www.cambridge.org)  
Information on this title: [www.cambridge.org/9780521170840](http://www.cambridge.org/9780521170840)

© Gerard George and Adam J. Bock 2012

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press & Assessment.

First published 2012

*A catalogue record for this publication is available from the British Library*

*Library of Congress Cataloging-in-Publication data*

George, Gerard.

Models of opportunity : how entrepreneurs design firms to achieve the unexpected / Gerard George, Adam J. Bock.

pages cm

Includes bibliographical references and index.

ISBN 978-0-521-76507-7

1. Entrepreneurship. 2. Organizational change. 3. Technological innovations. I. Bock, Adam J. II. Title.

HB615.G465 2012

658.4'21-dc23

201104865

ISBN 978-0-521-76507-7 Hardback

ISBN 978-0-521-17084-0 Paperback

Cambridge University Press & Assessment has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.