Abstract: This paper stems from a round table discussion of approximately eight delegates attending the Academy of Marketing Conference in Cardiff, July 01. Five of the eight delegates were in the room to deliver their competitive papers at the track session 'Entrepreneurship and Innovation'. Whether the relatively small audience was due to a lack of interest in the track topic or perhaps as a consequence of being over serviced at the Conference Dinner the previous evening is neither here nor there. Whenever presenters outnumber audience it is sometimes best to talk about things of interest to everybody. The notes in this introduction attempt to highlight the essence of the discussion