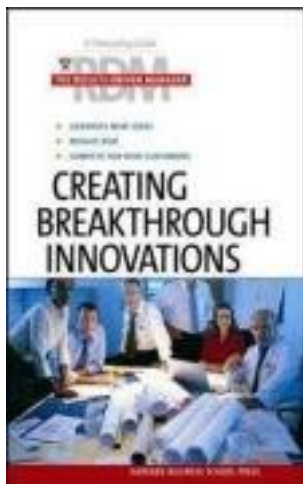


Creating Breakthrough Innovations



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著者:Harvard Business School Press

出版者:Perseus Distribution Services

出版时间:2006-12

装帧:Pap

isbn:9781422101834

Innovation is vital to every organization's survival, yet few companies get it right. This practical guide debunks common myths that impede innovative success and offers tips and tools that help managers to identify and assess opportunities, choose prospects with high-growth potential, and experiment creatively and execute successfully. "The Results-Driven Manager" series helps time-pressed managers hone and polish the skills they need most. Concise, action-oriented, and packed with invaluable strategies and tools, these timely guides help managers improve their job performance today and give them the edge they need to become the leaders of tomorrow.

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