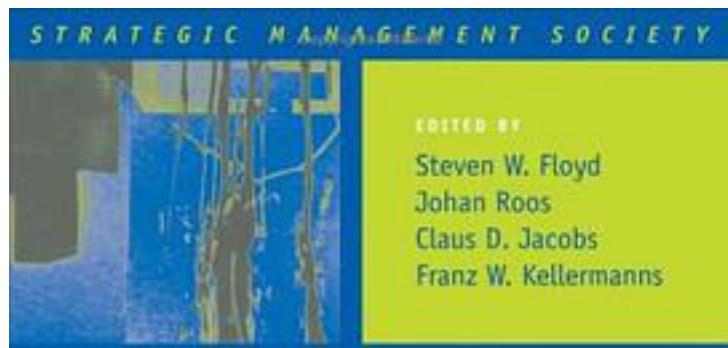


Innovating Strategy Processes



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Innovating Strategy Process presents a series of reflective essays by established and emerging scholars on the subject of innovation, considering it both as an outcome of strategy and as a process in itself. Contains new ideas and rich case descriptions that will trigger creative thinking about how to design a more innovative strategy process. Offers new conceptual frameworks for analyzing and designing strategy process. Addresses cutting-edge topics, such as play as the means and art as the impetus for strategy-making; the role of emotion in new venture decision-making; and science and entrepreneurship as a source of innovative strategies. Signals the future direction of the field.

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