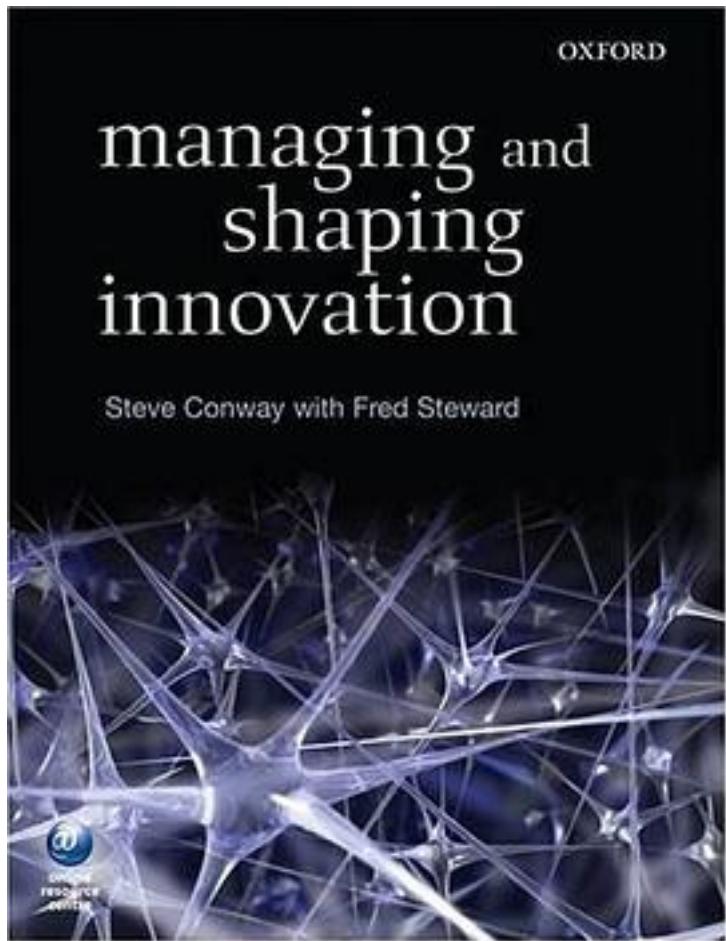


Managing and Shaping Innovation



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著者:Steve Conway

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Managing and Shaping Innovation enables students to understand the theories of innovation and to appreciate technological change and the management of innovation in organisations. The presentation and discussion of the theory and

research in the book equips the reader with a solid academic underpinning and the illustration and cases in each chapter apply the theory in a real world context. The broad coverage includes the typical topics found on innovation management modules and also gives explicit attention to developing areas such as social networking. The network perspective included in the text is just one example of the analytical approach the authors take. Online Resource Centre For lecturers: Figures from the book PowerPoint slides For students: Web links Media watch - regularly updated news articles with commentary from Steve Conway

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