

# Global Innovation Management



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Innovation has become the 21st century's industrial religion, and successful innovation and management are essential for a company's productivity. This comprehensive textbook provides a step-by-step guide to understanding, motivating and managing

creative people, and offers methods for composing business models and competitive strategies to maximize return. It is unique in its provision of tools for raising capital for innovation and calculating financial risk. Global case studies, covering a diverse range of companies, make this an ideal companion for students of innovation management on business management, technological innovation or specialist engineering management courses. Also available is a companion website with extra features to accompany the text, please take a look by clicking below -  
<http://www.palgrave.com/business/westland/index.asp>

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