

Managing Innovation Integrating Technological Market And Organizational Change 4th Edition

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People-Change-Technology Type The focus of activity for this type of change agent is the individual. The change ...

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development and innovation: Managing the unmanageable. New York, NY: Wiley. ... Managing innovation: Integrating technology, market and organizational change. New York, NY: Wiley.

Managing Change: The Role of the Change Agent

Managing Innovation provides readers with the knowledge to understand, and the skills to manage, innovation at the operational and strategic levels. Specifically, it integrates the management of market, organizational and technological change to improve the competitiveness of firms and effectiveness of other organizations.

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Strategic Innovation Management (1 st edition, 2014), Managing Innovation (6th edition, 2018) Entrepreneurship (2018) and Innovation & Entrepreneurship (3rd edition, 2015). The function and contents of the Portal are continually being updated and we're always open to new ideas. On the site you can find a variety of open resources including:

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