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APPLYING INNOVATION



SAGE Publications Inc. Paperback. Book Condition: new. BRAND NEW, Applying Innovation, David O'Sullivan, Lawrence Dooley, This is a step-by-step approach to applying high-impact innovation principles in any organization. Innovation is an important force in creating and sustaining organizational growth. Effective innovation can mean the difference between leading with a particular product, process, or service - and simply following the pack. Innovation transforms mediocre companies into world leaders and ordinary organizations into stimulating environments for employees. Applying Innovation combines the key...

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- Authored by David O'Sullivan, Lawrence Dooley
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