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THE SEEDS OF INNOVATION: CULTIVATING THE SYNERGY THAT FOSTERS NEW IDEAS



PHI Learning 0. Hardcover. Book Condition: New. In today's market scenario innovation holds the key to sustain competition and be ahead of others. Giants such as GE have shifted their focus to innovation to maintain their position as the market leaders. This book shows how to create an innovation system and addresses the three components (or 'seeds') that are essential for innovation? creative thinking, strategic thinking and transformational thinking. It also describes why and how proactive management of innovation is not...

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