



Managing Innovation in Organisations

Fostering an Entrepreneurial Approach

Ladenpreis: 98,99EUR

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WEITERE INFORMATIONEN UND BESTELLUNG

<https://shop.lexisnexis.at/managing-innovation-in-organisations-9789811930997.html>

Details

This book explores how organisations need to manage their innovation processes in order to compete in the global marketplace. Innovation is essential to the ongoing competitiveness of organisations but can be difficult to capture and disseminate. This book states that there needs to be guidelines about how to manage innovation in an organisational context. This includes focusing on different types of innovation from incremental to radical. This book will focus on ways to manage innovation from incorporating it into organisational practices to implementing it into beneficial partnerships. Each chapter in the book focuses on a different aspect of innovation from how to communicate ideas to commercialising innovation.

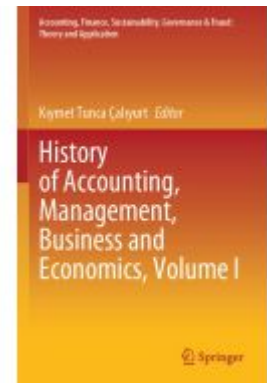
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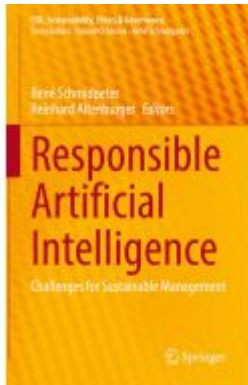
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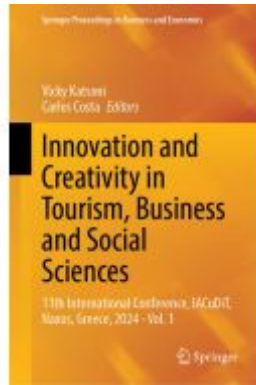
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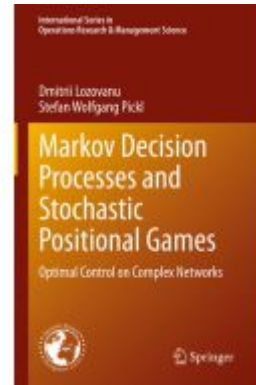
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