

# Commercialisation and Innovation Strategy in Small Firms

**Learning to Manage Uncertainty**

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## WEITERE INFORMATIONEN UND BESTELLUNG

<https://shop.lexisnexis.at/commercialisation-and-innovation-strategy-in-small-firms-9789811926532.html>

## Details

This book focuses on the process of commercialisation and innovation management in small firms. Although commercialisation and new product development (NPD) has been covered quite extensively, relatively little attention has been given to how small-to-medium enterprises (SMEs) engage with these issues. The book explores this topic in depth, taking a close look at the reasons why decisions are made and mapping this behaviour against established theories and “best practice” models of NPD and commercialisation.

The book uses case studies to analyse the relationship between entrepreneurial decision-making and commercialisation, and investigates how and why NPD and commercialisation decisions are made, which offers valuable insights from both a theoretical and applied perspective.

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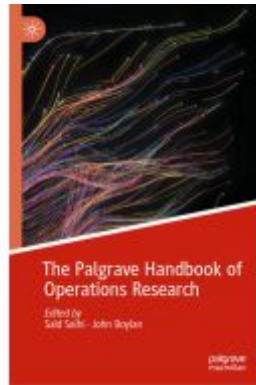
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