

Innovation, Innovators and Business

Arab World Edition

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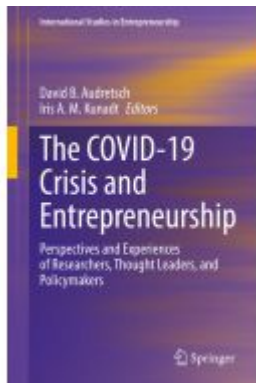
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<https://shop.lexisnexis.at/innovation-innovators-and-business-9789811974076.html>

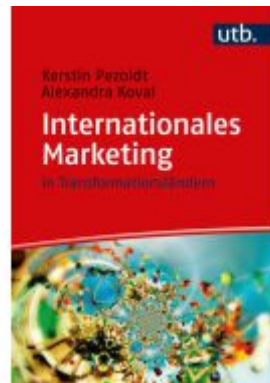
Details

This textbook approaches innovation and innovators as two elements of an equation with business application. It discusses creativity, methods to develop creativity, design thinking, the lean startup and minimum viable product (MVP), personal development for entrepreneurs, charisma, franchising and cases from the UAE. It is designed to be a practical and up-to-date resource for an innovation and entrepreneurship course. It contains practical information about the innovation frameworks and their applicability, explanation of creativity and creative mindset, methods of innovation, design thinking in practice, lean startup methodology, charisma, setting up a business, go-to-market strategies, growth and change as well as franchise management. It comes with worksheets to help the reader in practicing. The book solves the need of having innovation resources in one place, well explained and exemplified for students, aspirant and existing entrepreneurs as well as innovation enthusiasts.

Wir haben andere Produkte gefunden, die Ihnen gefallen könnten!



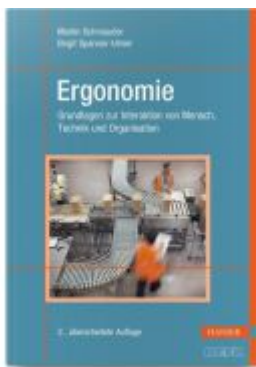
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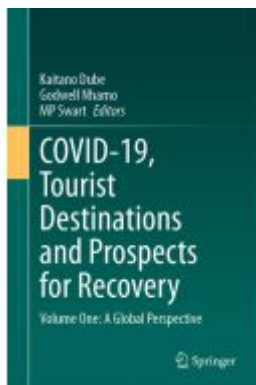
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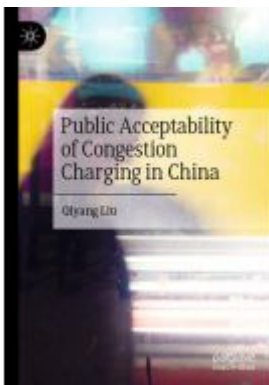
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