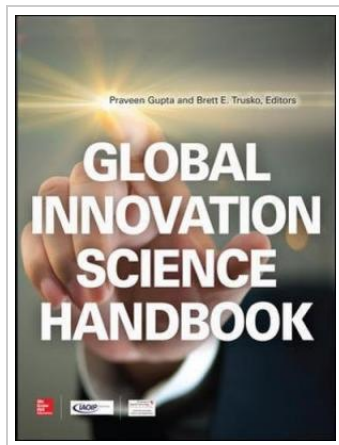



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Global Innovation Science Handbook (Hardback)

By Praveen Gupta, Brett E. Trusko

McGraw-Hill Education - Europe, United States, 2014. Hardback. Condition: New. Language: English . Brand New Book. A GROUNDBREAKING GUIDE TO THE ART, SCIENCE, TOOLS, AND DEPLOYMENT OF INNOVATION It has never been more important to educate people and organizations how to out-imagine, out-create, and out-innovate. The insight and experiences captured by [this book] make an important contribution toward reaching this goal. -- From the Foreword by Deborah Wince-Smith, President, Council on Competitiveness Developed by the editors of the International Journal of Innovation Science and featuring contributions from more than 40 innovation experts and thought leaders, Global Innovation Science Handbook presents a proven approach for understanding and implementing innovation in any industry. This pioneering work is based on a defined body of knowledge that includes intent, methodology, tools, and measurements. It challenges the popular paradigm that learned innovation is impossible, and lays out a systematic process for developing innovation skills. Each chapter can be independently read and utilized in the daily practice of innovation. Real-world case studies from financial, government, and education sectors illustrate the concepts discussed in this definitive resource. Global Innovation Science Handbook covers: Preparing for innovation-- establishing a framework and creating a culture for innovation Key innovation concepts, such as...



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