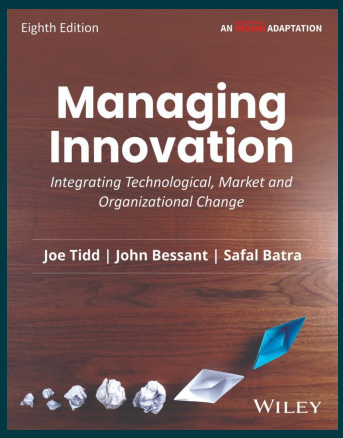
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Managing Innovation: Integrating Technological, Market and Organizational Change, 8ed (An Indian Adaptation)

By Joe Tidd, John Bessant, Safal Batra

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Description

Managing Innovation: Integrating Technological, Market and Organizational Change, eighth edition, is a classic textbook that provides the knowledge base required to manage innovation, technology, and new

product development, with an integrated process approach that helps students develop the unique skill

set needed in the commercial, public, and social sectors. Offering a strong empirical approach that is

supportive of tailored experimentation, this text emphasizes real-world application over abstract theory. It offers numerous practical and experience-tested processes, models and tools to help students develop a productive innovation management mindset. A wealth of case studies and examples demonstrate that successful innovation management involves much more than managing a single aspect such as creativity, entrepreneurship, or product development.

Fully updated with new data, new methods, and new approaches, this Indian adaptation includes new

review and hands-on questions to enhance comprehension, and new chapter-wise cases and research

notes focused on managing innovation within the Indian context, providing practical insights into local

business challenges and strategies.

About the Author

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