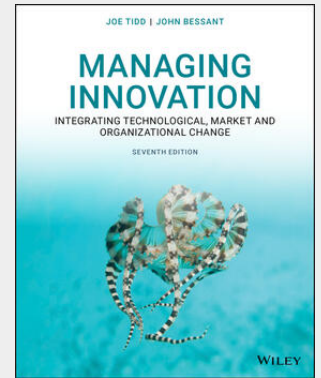


Tidd / Bessant

Managing Innovation

Integrating Technological, Market and Organizational Change

Now in its seventh edition, *Managing Innovation: Integrating Technological, Market and Organizational Change* enables graduate and undergraduate students to develop the unique skill set and the foundational knowledge required to successfully manage innovation, technology, and new product development. This bestselling text has been fully updated with new data, new methods, and new concepts while still retaining its holistic approach to the subject. The text provides an integrated, evidence-based methodology to innovation management that is supported by the latest academic research and the authors' extensive experience in real-world management practice. Students are provided with an impressive range of learning tools--including numerous case studies, illustrative examples, discussion questions, and key information boxes--to help them explore the innovation process and its relation to the markets, technology, and the organization. "Research Notes" examine the latest evidence and topics in the field, while "Views from the Front Line" offer insights from practicing innovation managers and connect the covered material to actual experiences and challenges. Throughout the text, students are encouraged to apply their knowledge and critical thinking skills to business model innovation, creativity, entrepreneurship, service innovation, and many more current and emerging approaches and practices.



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