

Innovation Management

This textbook takes a highly contemporary overview of innovation management, covering a wide range of product, manufacturing and service firms, as well as incorporating coverage of new business models and markets. Not just covering new products, Innovation Management also focuses on new services and new business models. In doing so, it also provides an introduction to new business development. The book follows the logic of the innovation process, from idea development via selection to implementation, and discusses these topics both on the level of the company and individual projects. Its content is evidence-based, but with many practical examples. It is an essential resource for undergraduate students seeking a rigorous and science-based, yet accessible and manageable, overview of innovation management.

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