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Managing Innovation: Integrating Technological, Market and Organizational Change, 5th Edition Read an Excerpt Chapter 01 (PDF) Index (PDF) Table of Contents (PDF) Joe Tidd, John Bessant

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J Tidd, J Bessant, K Pavitt. John Wiley and Sons Ltd, 2005. 8546: 2005: Managing innovation integrating technological, market and organizational change. J Tidd, J Bessant, K Pavitt. ... Journal of Product Innovation Management: AN INTERNATIONAL PUBLICATION OF ...

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