

## Managing Innovation 4th Edition

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i. An in-depth understanding of the dynamics  
of innovation, ii. A well-crafted innovation  
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implementing the innovation strategy. V)  
Course Overview Show Figure 1.4 a. Part I  
focuses on how and why innovation occurs in  
an industry and why some innovations rise to  
dominate others. i. Chapter 2 focuses on the  
sources of innovation.

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