

## Managing Innovation John Tidd

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**0470093277.jpg MANAGING INNOVATION**

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**Dr Tidd was previously Head of the Management of Innovation Specialisation and Director of the Executive MBA Programme at Imperial College. John Bessant holds the Chair in Innovation and Entrepreneurship at Exeter University where he is also Research Director.**

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#### Tidd, Bessant: Managing Innovation: Integrating ...

Together with Joe Tidd and the late Keith Pavitt, John is co-author of "Managing Innovation" (published by John Wiley & Sons Ltd.), the second edition of which was awarded the Best Book Prize by...

#### Managing innovation: integrating technological, market ...

Description Managing Innovation is the bestselling text for graduate and undergraduate students and a classic in the field. Emphasizing practical, evidence based tools and resources, this title provides students with the knowledge base to successfully manage innovation, technology, and new product development.

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The sixth edition of Managing Innovation continues to include the popular "Innovation in Action" sections in each chapter which are now newly titled Case Studies, and also features a number of new cases, updated and new research notes and references, and links to videos, audio interviews, activities, and case studies.

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