



Innovation Management

Pervaiz Ahmed, Charlie Shepherd

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In a world of increasingly sophisticated customer needs, innovation is becoming central to corporate growth and prosperity, and is being recognised as a source of vitality and competitive advantage. What do we mean by 'innovation', and what must companies do to leverage it in order to support their short-term objectives and long-term strategies?

This book attempts to answer these questions by progressively building up a common understanding of innovation and creativity, positioned strategically against business needs, and exploited through innovation frameworks and best-in-class practices.

Throughout the book, a series of examples and case studies are introduced to aid understanding and provide insights across many industries and business scenarios.

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