



# **Innovative Management and Firm Performance: An Interdisciplinary Approach and Cases**

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## **Innovative Management and Firm Performance: An Interdisciplinary Approach and Cases**

The current turbulent and very often unpredictable environments in which firms operate create pressures on academics and practitioners to better understand and respond by searching for innovative solutions to further continuous business performance success. The crucial responsibility and starting point for sustainable development, competitiveness, and high business performance lies with a creative, open, innovative, and collaborative management. Innovative management leads to exceptional business performance at the core of economic and social development. *Innovative Management and Firm Performance* focuses on business firms as catalysts and agents of social and economic change and explores the argument that sustainable development is the perfect opportunity for businesses to strengthen the evolving notion of corporate social responsibility (CSR), while achieving long-term growth through the innovatory processes and capitalizing on research and development. The authors in this volume have contributed to the subject from a multitude of perspectives based on – or cutting across – many disciplines and specializations.

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