



## Rethinking Innovation: Global Perspectives

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Innovation manifests itself as a key driver of improved productivity and sustainable growth in today's global economic landscape. This book

- brings together perspectives and case studies from across the world;
- discusses frameworks and actual conditions required for innovation; and
- examines a variety of themes, such as technology innovation, research & development, team and human resource management, product and process creativity and entrepreneurship development to augment strategic and competitive advantage.

It will prove essential to those in business and management, entrepreneurship, economics and development studies, particularly those interested in innovation, strategic planning and business leadership.

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