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MANAGING INNOVATION

INTEGRATING TECHNOLOGICAL, MARKET AND
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SEVENTH EDITION



WILEY

Managing Technological Innovation

Brian C. Twiss



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Managing Technological Innovation Frederick Betz, 2011-02-09 Written by the author who helped crystalize the field of technology management and the management of innovation with the first two editions of Managing Technological Innovation this Third Edition brings the subject in line with current business strategy It also presents information in a newer organized format that aligns more closely with how the topics are presented and discussed in the classroom Also included is a wider discussion of how science and technology interact with the global economy

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