

Innovation Imperative - Michael Winger

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Innovation: The elusive butterfly of Enterprise management. Its patterns are chaotic, its processes vague and undefined and its successes random. However, its Enterprise-wide need grows increasingly critical as globalization becomes more competitive and more competent. The dominance of traditional bastions of innovation in America, England, France, Germany and Japan are being challenged and must be challenged if globalization is to succeed. This book examines Innovation from a structural, cyclic and process point of view. It offers models for investigation and implementation from the analysis of successful innovations across both corporate and governmental organizations. Author: Winger, Michael
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