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TRUTH ABOUT INNOVATION: A SMALL BOOK ABOUT BIG IDEAS (PAPERBACK)



Pearson Education Limited, United Kingdom, 2008. Paperback. Book Condition: New. 216 x 132 mm. Language: English . Brand New Book. The Truth About Innovation transforms today s most important innovation research into 50 proven truths . Max McKeown delivers plain, powerful advice on how to: * increase creativity * encourage collaboration * co-create with customers * overcome indifference * make ideas into money * thrive on change.and much more. This is the definitive, evidence-based guide to innovations - a set...

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- Authored by Max McKeown
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