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Innovation Management

Strategy and Implementation using the Pentathlon Framework
Keith Goffin and Rick Mitchell

'Innovation Management' is a brand new textbook, which illustrates how organisations can successfully manage and implement innovation in today's rapidly changing business climate. Introducing a 'pentathlon framework' for discussing the key aspects of innovation management, the book provides pragmatic tools and techniques for developing and administering innovation, with clear notes on how managers can adapt this to their own specific situations.

One of the key strengths of the book is its use of international case studies, which helps highlight the practical implications of the theory contained within the book.

These case studies come from major world leaders in innovation such as:

- Hewlett Packard
- DoCoMo
- Texas Instruments
- Britannia Financial Services
- Wipro Technologies
- Axa

Suitable for students on MBA and executive courses, this engaging textbook will also provide fresh ideas and strategies for any professional working in management.

About The Authors

KEITH GOFFIN is Professor of Innovation and New Product Development at Cranfield School of Management and has published widely in both the academic and practitioner literature. He regularly teaches at a number of business schools in Germany, Italy, France and Malaysia. With substantial industrial experience gained at Hewlett-Packard, he acts as a consultant on innovation management to well known organisations including Agilent Technologies, HSBC, ICL, Kellogg's and Rank-Xerox.

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Website Catalogue Page

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About The Book

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