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***Authors discuss the latest edition*** Joe Tidd  
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and highlight some ...

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## *Managing Innovation And Entrepreneurship*

question for **John  
Bessant**, author of a  
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### ***The art of innovation***

| ***Guy Kawasaki*** |

***TEDxBerkeley*** Guy

Kawasaki at

TEDxBerkeley 2014:

"Rethink. Redefine.

Recreate." His talk is

titled "The Art of

**Innovation**." Guy

Kawasaki is a ...

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***Innovation And  
Entrepreneurship by  
Peter Drucker  
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***Innovation  
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Rutgers Business  
School*** <http://www.business.rutgers.edu/thought-leadership> -  
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### ***Why innovate?***

### ***Creating & capturing value***

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### ***Innovation (Product***

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**and Process)** The concepts of product **innovation** and process **innovation** are introduced in this short revision video.

### ***Manage Innovation, not Technology***

Professor Joe Tidd explains why managing **innovation** is not just about having great technology. Visit [www.innovation-portal.info](http://www.innovation-portal.info).



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## ***Innovation And Leadership, teams & culture: Philips***

Professor Joe Tidd assesses the role of **innovation** leadership, teams and culture on a major change programme at Philips.

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Professor Joe Tidd  
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