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MANAGING INNOVATION Integrating Technological, Market and Organizational Change Third Edition Joe Tidd Science and Technology Policy Research (SPRU), University of Sussex John Bessant School of Management, Cranfield University Keith Pavitt ffirs.qxd 4/4/05 2:56 PM Page v. 0470093277.jpg

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Managing Innovation is the bestselling text for graduate and undergraduate students and a classic in the field. Emphasizing practical, evidence based tools and resources, this title provides students with the knowledge base to successfully manage innovation, technology, and new product development. The holistic approach addresses the interplay between the markets, technology, and the organization, while relating the unique skill set required to manage innovation and innovation processes.

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This third edition of Managing Innovation is dedicated to our co-author, friend and colleague, Keith Pavitt, who died in December 2002. Keith was an inspiration to us, and many others. Keiths research combined empirical evidence and common sense to generate realistic and robust theoretical and practical insights.

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