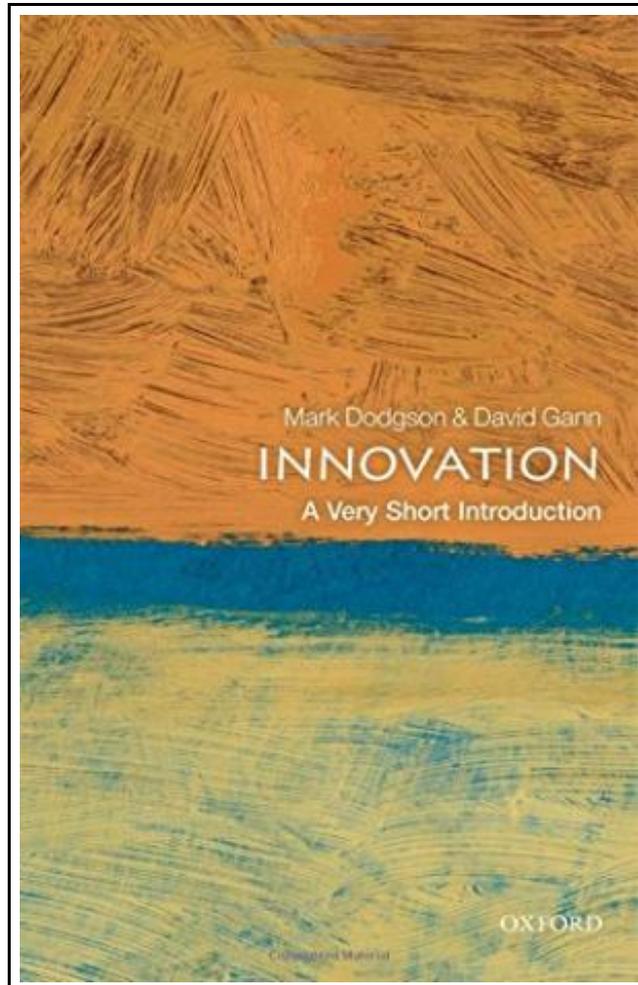


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Reviews

*It is one of the best books. Indeed, it really is play, nevertheless an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Sofia Yundt)*

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Oxford University Press. Paperback. Book Condition: new. BRAND NEW, Innovation: A Very Short Introduction, Mark Dodgson, David Gann, What is innovation? How is innovation used in business? How can we use it to succeed? Innovation - the ways ideas are made valuable - makes an important contribution to economic and social development, and is an increasingly topical issue. Not so long ago, there were no information technologies, commercial airlines, or television companies. Our parents were born into a world very different to today's, where television had yet to be invented, and there was no penicillin or frozen food. When our grandparents were born there were no internal combustion engines, aeroplanes, cinemas, or radios. In the last 150 years our world has been transformed - largely in part due to innovation. This Very Short Introduction looks at what innovation is and why it affects us so profoundly. It examines how it occurs, who stimulates it, how it is pursued, and what its outcomes are, both positive and negative. Innovation is hugely challenging and failure is common, yet it is essential to our social and economic progress. Mark Dodgson and David Gann consider the extent to which our understanding of innovation developed over the past century and how it might be used to interpret the global economy we all face in the future. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.



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