



Innovation Management

By Pervaiz Ahmed, Charlie Shepherd

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In a world of increasingly sophisticated customer needs, innovation is becoming central to corporate growth and prosperity, and is being recognised as a source of vitality and competitive advantage. What do we mean by ‘innovation’, and what must companies do to leverage it in order to support their short-term objectives and long-term strategies?

This book attempts to answer these questions by progressively building up a common understanding of innovation and creativity, positioned strategically against business needs, and exploited through innovation frameworks and best-in-class practices.

Throughout the book, a series of examples and case studies are introduced to aid understanding and provide insights across many industries and business scenarios.

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Editorial Review

From the Back Cover

In a world of increasingly sophisticated consumer expectations and demands, innovation is central to the success and growth of any organisation, and is recognised as a source of vitality and competitive advantage.

This exciting new textbook explores the wide-ranging impact of innovation - its role in developing products and processes, its influence on organisational culture, and how it contributes to a company's performance and strategies.

Enhance and enjoy your learning of this vibrant subject with:

- Over 80 engaging *Illustrations* of innovation in practice.
- *22 Case Studies*, such as cooperation between rivals Sony and Matsushita, measuring performance at Vodafone, and new product development in the beauty industry.
- A focus on key topics such as the impact of leadership, culture and knowledge management in innovation, all in a global context.
- A clear and critical exploration of the planning and implementation of innovation in process and product development.

Innovation Management is written for students following business and management-related degree programmes, as well as those studying other technical and creative disciplines where innovation plays a significant role.

Professor Pervaiz K. Ahmed is Chair of Management at the School of Business, Monash University, Sunway campus, Malaysia, where he teaches and researches management of innovation.

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