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Management in Motion – Theory & Practice
Published of Michael Hartschen and Paul Frauenfelder
Volume 1

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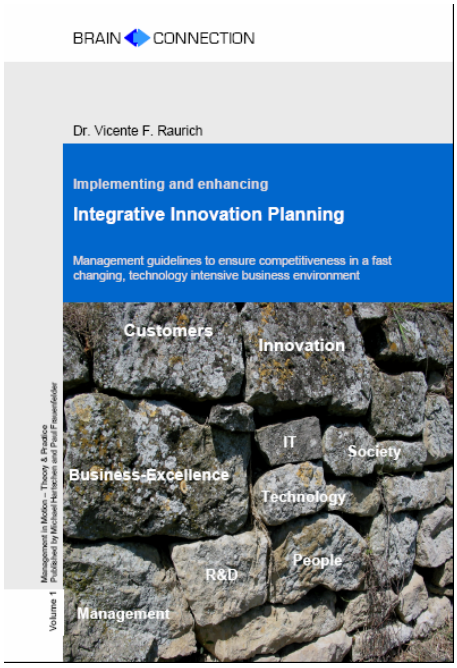
Implementing and enhancing

Integrative Innovation Planning

Management guidelines to ensure competitiveness in a fast changing, technology intensive business environment



This practice-oriented set of management guidelines describes competencies, procedures as well as and tools / templates supporting an organization to achieve continuous market success through innovation.
The work at hand and the given principles are a result of a Ph.D. study taken place at the Swiss Federal Institute of Technology (ETH) in Zurich. It is elaborated in close contact with successful practice involving in depth studies at nine international enterprises.
Following the correlation between innovation, competitiveness and growth as described by several authors, this handbook intends to show a pathway for practice oriented innovation management.

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