Universitas Indonesia Library >> Buku Teks SO

Managing innovation: integrating technological, market and organizational change

Tidd, Joseph, author

Deskripsi Lengkap: https://lib.ui.ac.id/detail?id=20419703&lokasi=lokal

Abstrak

Managing Innovation is an established, bestselling text for MBA, MSc and advanced undergraduate courses on innovation management, management of technology, new product development and entrepreneurship. It is also widely used by managers in both the services and manufacturing sector