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Nota di contenuto	Cover ; Making Innovation Last: Volume 2; Contents; List of Tables; List of Figures; Foreword; Preface; Part III Organizational Processes for Innovations; 7 New Product Teams; 7.1 Staffing new product development teams; 7.1.1 Types of diversity; 7.1.1.1 Functional/background diversity; 7.1.1.2 Tenure diversity; 7.1.2 Expected benefits from diversity; 7.1.2.1 Expertise integration; 7.1.2.2 Extended informational network; 7.1.2.3 Interfunctional coordination; 7.1.3 Side effects of diversity; 7.1.3.1 Hindrance to collaboration;

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Making Innovation Last considers the long term success of a firm.  
Authored by a trio of top international scholars who present pioneering  
new work on what it takes to create long term growth, the book  
examines the internal conditions that are likely to encourage  
sustainable innovation, as well as what a culture of innovation should  
look like.

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