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Sommario/riassunto	The Management of Technological Innovation is one of the most important challenges facing businesses today. Innovation is now the fundamental driver of competitiveness for firms of all sizes in virtually all business sectors. The first edition of this book has been one of the most popular texts for students of innovation and technology management. - ;The Management of Technological Innovation (MTI) is one of the most important challenges facing businesses today.

Innovation has become the fundamental driver of competitiveness for firms of all sizes in virtually all business sectors and nations.
