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| Titolo | Managing Innovation in Organisations : Fostering an Entrepreneurial Approach // by Vanessa Ratten |
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| ISBN | 9789811931000 9789811930997 |
| Edizione | [1st ed. 2022.] |
| Descrizione fisica | 1 online resource (133 pages) |
| Collana | Business and Management Series |
| Disciplina | 658.421 |
| Soggetti | Technological innovations Management Entrepreneurship New business enterprises International business enterprises Strategic planning Leadership Industries Innovation and Technology Management International Business Business Strategy and Leadership |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Nota di bibliografia | Includes bibliographical references. |
| Nota di contenuto | 1. Managing innovation -- 2. Types of innovation and innovation failure -- 3. Innovation ecosystems -- 4. Responsible innovation -- 5. Entrepreneurial innovation -- 6. Resilience and innovation -- 7. Green and eco-innovation -- 8. Artificial intelligence and innovation -- 9. Innovation trends. |
| Sommario/riassunto | This book explores how organisations need to manage their innovation processes in order to compete in the global marketplace. Innovation is essential to the ongoing competitiveness of organisations but can be difficult to capture and disseminate. This book states that there needs to be guidelines about how to manage innovation in an organisational context. This includes focusing on different types of innovation from |

incremental to radical. This book will focus on ways to manage innovation from incorporating it into organisational practices to implementing it into beneficial partnerships. Each chapter in the book focuses on a different aspect of innovation from how to communicate ideas to commercialising innovation.
