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Altri autori (Persone)	BateJ. Douglas
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 279-282) and index.
Nota di contenuto	Strategy meets innovation -- Strategy innovation is managing the future -- Strategy innovation is not strategic planning -- The discovery process -- The discovery process : the Moen story -- The discovery process : staging phase -- The discovery process : aligning phase -- The discovery process : exploring phase -- The discovery process : creating phase -- The discovery process : mapping phase -- Maximizing the discovery process -- Formalizing a strategy innovation system -- Epilogue: the future of strategy innovation.
Sommario/riassunto	Strategy Innovation: sound business planning meets your company's bold vision of the future.