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Sommario/riassunto	This book is a study on how Latino culture in the United States views, defines, and can help lead innovation. Achieving sustainable innovation success is a concept many corporations struggle to attain. The authors have found through their research that very often it is a result of too much effort being directed at processes rather than focusing on the source of innovation--its human capital. Realizing that innovation emanates from human beings and people view innovation differently based on their cultural upbringing, the authors present their findings and recommendations in a practical manner on the fastest growing demographic in the United States.