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Sommario/riassunto	Widespread recognition of the strategic imperative posed by a turbulent external environment has brought into focus a key challenge for firms - that of increasing involvement in innovation by the staff in the organisation. Much research has suggested that organisations that mobilize a large proportion of their staff to participate in innovation can make significant gains. Achieving this depends on a systematic process of organisational development in which the facilitative patterns of behavioural routines are extended and reinforced, so that they

become a major culture change. This paper report
