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Nota di contenuto	Front Cover Page -- Table des matières -- Préface -- Introduction -- Chapitre 1: La sélection des idées lors d'un atelier de créativité : une application de PROMETHEE -- Chapitre 2: Les premières phases de conception de produit : une application de AHP -- Chapitre 3: La stratégie marketing dans la phase de mise sur le marché : une application de Rough Sets -- Chapitre 4: La construction d'un portefeuille de projets cohérent : une application de MAUT -- Chapitre 5: Le processus de recrutement des ressources humaines : une application d'ELECTRE -- Chapitre 6: La gestion des connaissances dans la chaîne de valeur : une application de TOPSIS -- Conclusion -- Liste des auteurs -- Index -- Back Cover page.
Sommario/riassunto	This book explores the complex decision-making processes involved in innovation, from ideation to scaling. It highlights the need for stakeholders to balance technical, economic, and sustainable considerations throughout the innovation process. Using practical case studies from diverse fields such as energy, marketing, and sustainability, the authors outline six best practices in innovation, covering strategy, creativity, design, project management, and human resources. These practices are illustrated with examples of decision-support methodologies. The authors, Manon Enjolras, Daniel Galvez, and Mauricio Camargo, bring their expertise in innovation

management, decision-making, and complex systems design to provide a comprehensive guide for professionals involved in innovation. The book is aimed at researchers, practitioners, and students interested in the management and implementation of innovation.
