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## Sommario/riassunto

This book, authored by Rainer Hasenauer and Oliver Yu, explores the management of technological innovation within organizations. It provides a comprehensive framework for understanding innovation processes, marketing, and readiness assessments. The authors discuss the importance of human needs and organizational strategies in driving innovation, offering insights into creative problem-solving and technology readiness. The book is aimed at professionals and academics interested in enhancing innovation capabilities in business settings.

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