



Innovation Management and New Product Development (5th Edition)

Paul Trott

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This book is suitable for undergraduates and postgraduates on a wide range of courses from marketing, strategic management, business studies and engineering.

The subject of innovation management is often treated as a series of separate specialism's, rather than an integrated task. The main aim of this book, however, is to bring together the areas of innovation management and new product development and to keep a strong emphasis on innovation as a management process.

Written in an accessible style, this title sets three key areas for the student: Innovation management, managing technology and knowledge and new product development.

As innovation continues to be at the forefront of economic and political debate about how to improve the competitiveness of economies and firms, *Innovation Management and New Product Development* will give you some insight into the problems faced by firms as they try to develop innovative products that will help them survive and prosper. This new edition includes new large sections on entrepreneurship, process innovation and counterfeit and imitation. Also this edition includes brand new cases covering new developments in the industry including CSI-DNA Fingerprinting, folding shipping containers.

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