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on technology strategy, entrepreneurship, and product development, and I thought that the time was right for a handbook that provided some order to the plethora of new arguments and findings.

Handbook of Technology and Innovation Management

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The present book is a combination of the information from the latest Swedish innovation book from 1999, information from my two other Swedish books in product development and project management, and a lot of research and field work in the area of innovation management.

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Naked Innovation provides a common context and language we can use on our teams to make discussions and work on our projects more valuable to our customers and to the organizations for which we work. In due course, this is something that all companies and individuals within them will have to do well to succeed.

Naked Innovation

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