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INNOVATION AS STRATEGIC REFLEXIVITY



Taylor Francis Ltd, United Kingdom, 2015. Paperback. Book Condition: New. 233 x 155 mm. Language: English . Brand New Book ***** Print on Demand *****.This book presents a new view of innovation, seeking to disclose how strategic reflexivity is embodied in specific innovation practices and management roles. From an evolutionary point of view, the contributors argue that firms and organisations are increasingly forced to take into account the growing complexity of the environment. To do this, they must create strategies...

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