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Making Innovation Last: Volume 1: Sustainable Strategies for Long Term Growth

Hubert GATIGNON, David Gotteland, Christophe Haon

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Making Innovation Las t considers the long term success of a firm. Authored by a trio of top international scholars who present pioneering new work on what it takes to create long term growth, the book examines the internal conditions that are likely to encourage sustainable innovation, as well as what a culture of innovation should look like.

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