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**Abstract**

This first edition of Strategic Innovation Management is an exciting new addition to the established bestselling texts Managing Innovation and Innovation and Entrepreneurship written by Joe Tidd and John Bessant. Aimed at students taking courses in business studies and management, as well as non-specialist courses in other disciplines, this book provides a practical and accessible evidence-based approach to managing innovation in a wide range of contexts, including: manufacturing, services, small to large organizations and the private, public and third sectors.

**Item Type:** Book

**Schools and Departments:** School of Business, Management and Economics > SPRU - Science Policy Research Unit

**Subjects:** H Social Sciences > H Social Sciences (General)
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innovation management and team working skills. Teams must also react to the strategic moves of their competitors and the market reaction in order to maximise their profits. The Report must contain: • An Executive Summary • Your Teams Vision and Mission Statement • A PEST/LE Analysis of the Market and an evaluation of you