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# managing new product innovation

Bob Jennard,  
Roger Newport  
and  
Myfanwy Trueman



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# Managing New Product Innovation

**Hossein Bidgoli**



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[The Handbook of Technology and Innovation Management](#) Scott Shane, 2009-07-07 This timely handbook represents the latest thinking in the field of technology and innovation management with an up to date overview of the key developments in the field The editor provides with a critical introductory essay that establishes the theoretical framework for studying technology and innovation management The book will include 15 20 original essays by leading authors chosen for

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