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Second Edition by Joe Tidd (Author), John Bessant (Author)

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Joe Tidd Science and Technology Policy Research (SPRU), University of Sussex John Bessant School
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3 Credits Managing Technological Change & Innovation MG-GY8653 The course focuses on effectively managing technological change and innovation, which is accomplished with a dual perspective. One perspective is based on individual, group and organizational theory, research and practice.

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People-Change-Technology Type The focus of activity for this type of change agent is the individual. The change ... development and innovation: Managing the unmanageable. New York, NY: Wiley. ... Managing innovation: Integrating technology, market and organizational change. New York, NY: Wiley.

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