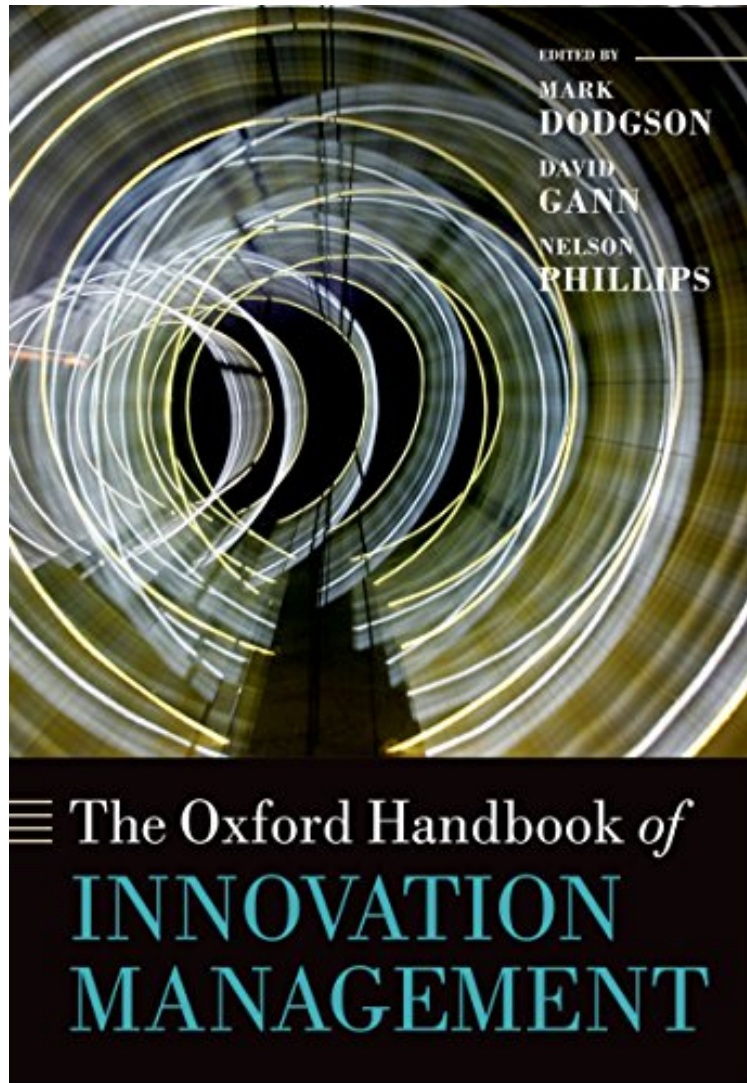


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## The Oxford Handbook of Innovation Management (Oxford Handbooks)

*Mark Dodgson, David M. Gann, Nelson Phillips*  
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**Mark Dodgson, David M. Gann, Nelson Phillips : The Oxford Handbook of Innovation Management (Oxford Handbooks)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Oxford Handbook of Innovation Management (Oxford Handbooks):

The Oxford Handbook of Innovation Management offers a comprehensive and timely analysis of the nature and importance of innovation and the strategies and practices that can be used to improve organizational benefits from

innovation. Innovation is centrally important for business and national competitiveness, and for the quality and standard of living around the world, but it does not happen by itself. For innovation to succeed, it needs to be properly managed. With contributions from 49 world-leading scholars, the Handbook explores the many sources of innovation, the broader social, economic, and technological contexts that encourage and constrain it, and the cutting-edge strategies and practices of innovation management. The book addresses the traditional concerns of innovation management—such as managing RD, intellectual property, and creativity, and the contributions of science and marketing—but substantially extends traditional areas of interest. In this new volume, chapters examine emerging topics including design, social networks, open and social innovation, and innovation in business models, ecosystems, services, and platforms. The book explores the importance of innovation management for environmental sustainability, and its evolving nature and practice in Asia. Written in an accessible style, and with carefully selected bibliographies and a comprehensive index, the Handbook offers a uniquely authoritative and wide-ranging source of knowledge about innovation management. Each chapter identifies key issues and reviews the most important research findings. Future research questions are identified. The Handbook will be invaluable for students and faculty studying, researching, and teaching innovation, and for managers seeking to improve innovation outcomes in their organizations.