Management of the Fuzzy Front End of Innovation PDF



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Description:

PDF-b6fab | This book shows the patterns of the fuzzy front end of innovation and how it can be managed successfully. Topics in this book cover traditional instruments and processes such as technology monitoring, market-oriented research management, lead-user developments, but also modern approaches such as frontloading, user community-driven innovation, crowdsourcing, anthropological expeditions, technologic... *Management of the Fuzzy Front End of Innovation*



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