Sonja Zillner/Bernhard Krusche
Systemic Innovation Management
Basic concepts - Strategies - Instruments
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**General Business Administration / Management**

This book attempts to do away with the myths surrounding the fashionable term ′innovation′. Solid innovation management cannot be reduced to disciplined project management or the ′fantastic idea′. Recent findings of organisational and evolutionary theory suggest that innovation is much more than a constant process of change. This guide deals not only with the traditional tools for innovation management, but particularly with a coherent model of how to proceed in praxis: the ′innovation helix′ developed by the authors. The model offers effective tools with which the innovative power of organisations can be increased and sustainably anchored.

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**Intended Audience:**
1 (Systemic) Organisation and business consultants
2 Management personnel; project managers
3 Employees in R&D departments; organisation and personnel developers

**Key Features:**
1 A praxis-oriented and theoretically-grounded guide
2 New, competitive methods, concepts and tools, including design thinking, open innovation, co-creation