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# THE INNOVATION MANUAL: INTEGRATED STRATEGIES AND PRACTICAL TOOLS FOR BRINGING VALUE INNOVATION TO THE MARKET



John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, The Innovation Manual: Integrated Strategies and Practical Tools for Bringing Value Innovation to the Market, David Midgley, The Innovation Manual provides a solution to the problems faced by those at the forefront of innovation. It takes you through the seven topics that have the highest impact on the success of value innovation, be this innovation a new product, a new service or a new business model. The seven topics...

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- Authored by David Midgley
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