



# The Innovation Wave: Meeting the Corporate Challenge

*Bettina von Stamm*

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## **The Innovation Wave: Meeting the Corporate Challenge** Bettina von Stamm

Focusing on the future challenges companies face in being continuously innovative, this book is based on a combination of world class talks given at the Innovation Exchange (IE) conference in November 2001.

Through interviews with various companies, the book identifies the best and worst practices in innovation strategy. Three main topics are discussed in detail: trends, challenges, and paradoxes. Utilizing practical and academic knowledge, with a strong reliance on real-world applicability, the book will help readers build innovation performance into their companies.

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