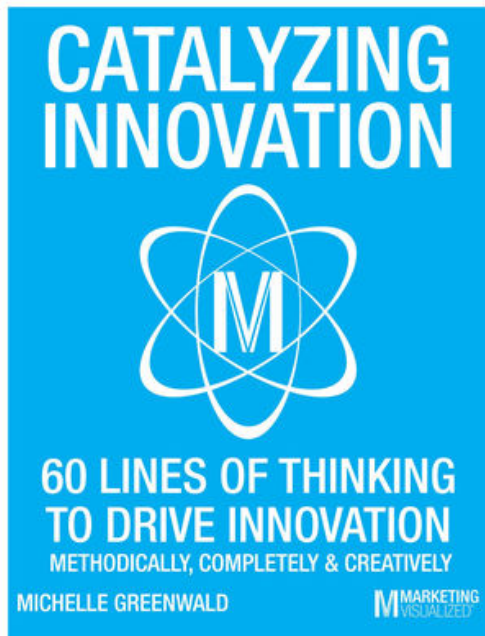


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A visual, strategic, inspirational, and user friendly checklist to help firms & entrepreneurs (business-to-business, business-to-consumer, & non-profits) innovate for strategic growth more methodically, completely, and creatively. Includes a framework, several exercises, and over 750 categorized innovation examples from a wide range of industries and countries. The cutting-edge examples will inspire new product and service developers, and marketing executives seeking to make their marketing tactics more innovative and effective. The last chapter is a guide for executives and professors to teach innovation to employees and graduate students.

<b>Title</b>	:	Catalyzing Innovation
<b>Author</b>	:	Michelle Greenwald
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