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This course is based on the material contained in the Global Innovation Science Handbook, 1st Edition (McGraw Hill, 2014), with supplemental material focused on innovation management drawn...

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Neto, Francisco de Sousa Lima. "Innovation Management: An Analysis of Technological Innovation as a Competitive Advantage in Company X." In Handbook of Research on Strategic Innovation Management for Improved Competitive Advantage. edited by George Leal Jamil , João José Pinto Ferreira , Maria Manuela Pinto , Cláudio Roberto Magalhães Pessoa , and Alexandra Xavier, 752-760.

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