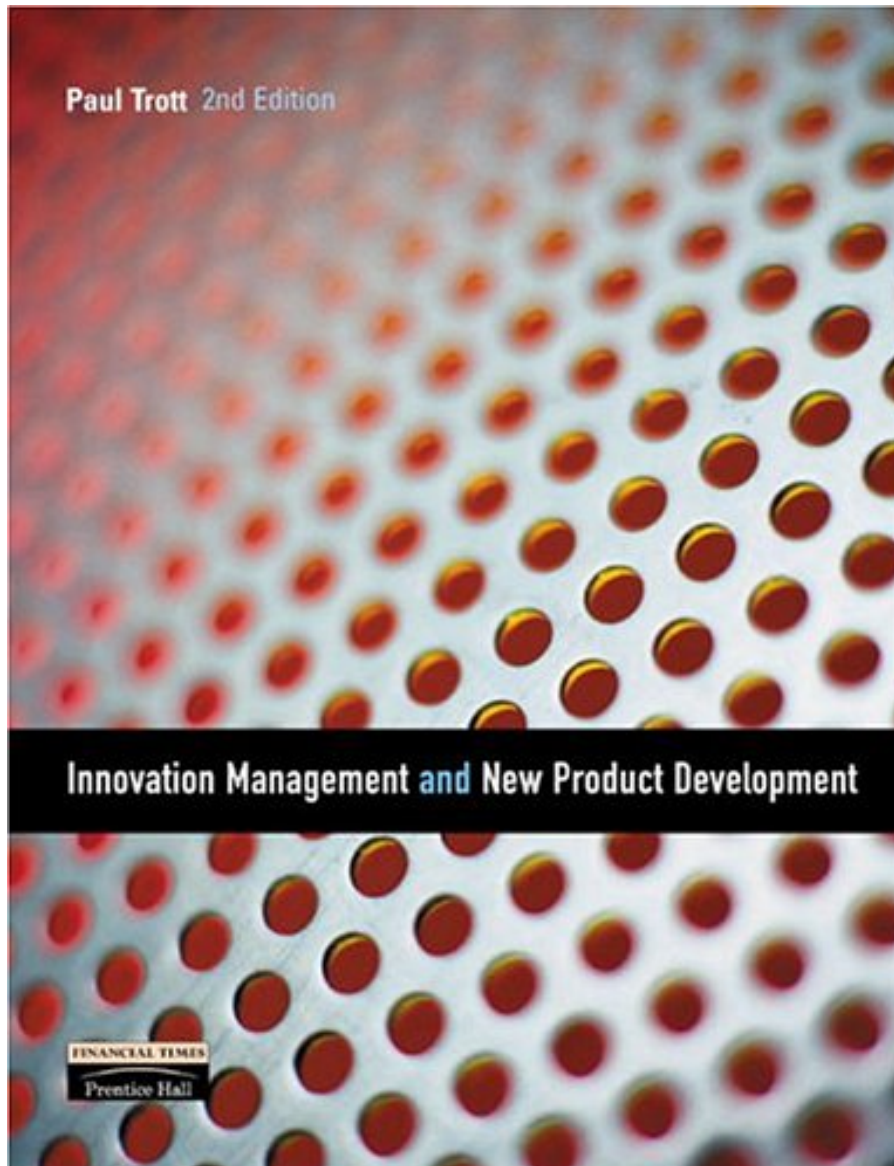


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Innovation Management and New Product Development is suitable for undergraduates studying innovation management/new product development. It should also be of interest to undergraduates studying technology management as well as masters students studying marketing or product development. The text brings together innovation management and new product development, the role of intellectual property and the management of research and development. Particular emphasis is placed on the need to view innovation as a management process.

About the Author

Paul Trott is Professor of Innovation Management at the Business School, University of Portsmouth and Professor of Innovation Management & Entrepreneurship at The Technical University of Delft, The Netherlands. He is the author of many articles and papers in the area of innovation management, and is co-author of the Penguin Business Dictionary.

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