

Handbook of Research on Driving Competitive Advantage through Sustainable, Lean, and Disruptive Innovation

Part of the Advances in Business Strategy and Competitive Advantage (ABSCA) Book Series

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Description:

The global market is constantly evolving and it has become essential for organizations to employ new methods of appealing to customers in order to stay abreast on current trends within the world economy.

The **Handbook of Research on Driving Competitive Advantage through Sustainable, Lean, and Disruptive Innovation** features theoretical development and empirical research in social media platforms, internet usage, big data analytics, and smart computing, as well as other areas of organizational innovation.

Readers:

Highlighting implementation challenges facing innovative processes, this publication is a critical reference source for researchers, students, professionals, managers, and decision makers interested in novel strategies being employed by organizations in an effort to improve their standings on the global market.

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