

# Handbook of Research on Strategic Innovation Management for Improved Competitive Advantage (2 Vols.)

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

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## Description:

Innovation is a vital process for any business to remain competitive in this age. This progress must be coherently and optimally managed, allowing for successful improvement and future growth.

The **Handbook of Research on Strategic Innovation Management for Improved Competitive Advantage** provides emerging research on the use of information and knowledge to promote development in various business agencies. While covering topics such as design thinking, financial analysis, and policy planning, this publication explores the wide and complex relationships that constitute strategic innovation management principals and processes. This publication is an important resource for students, professors, researchers, managers, and entrepreneurs seeking current research on the methods and tools regarding information and knowledge management for business advancement.



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## Topics Covered:

- Design Thinking
- Financial Analysis
- Information Systems
- Innovation Positioning
- Innovative Entrepreneurship
- Organizational Structures
- Policy Planning
- Social Media
- Technology Development

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