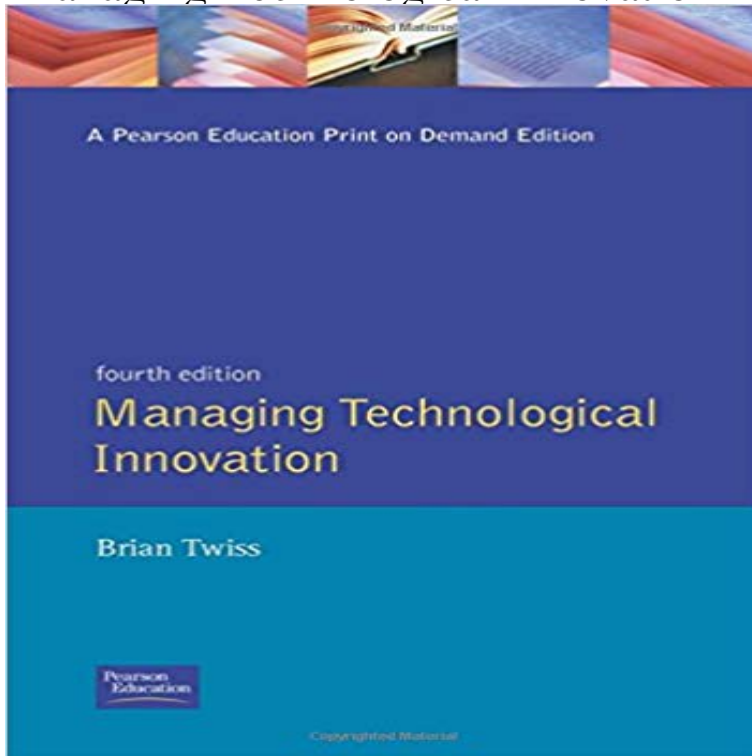


# Managing Technological Innovation



This fourth edition has been revised and amended to incorporate the findings of the growing body of research into this aspect of management. The text presents the case for maintaining an effective research and development programme geared to maximum flexibility and outlines the factors involved.

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