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MINDING THE GIRAFFES: THE PEOPLE SIDE OF INNOVATION (PAPERBACK)



Reliance Books, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.This book is about the people whose ideas continually transform business through new products, markets, and opportunities touching every aspect of what an organization does. It is also a field guide for those intent on reaping the full rewards of strategic innovation. Who are the real innovators? How do they function in a business context? Why does the author dub them Giraffes?...

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- Authored by John Di Frances
- Released at 2012



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