

Innovation As Strategic Reflexivity

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This book presents a new view of innovation, seeking to disclose how strategic reflexivity is embodied in specific innovation practices and management roles. From an evolutionary point of view, the contributors argue that firms and organizations are increasingly forced to take into account the growing complexity of the environment. To do this, they must create strategies that interpret external expectations, but also deal with the internal reflexivity processes caused by innovation. The way to bridge between strategy and innovation, they suggest, is through strategic reflexivity. Publisher: Routledge Illustration: N Language: ENG Title: Innovation as Strategic Reflexivity Pages: 00000 (Encrypted PDF) On Sale: 2002-03-21 SKU-13/ISBN: 9780415273800 Category: Business & Economics : Economics - General

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