



Winning At Innovation: The A-to-F Model

Philip Kotler, Fernando Trías de Bes

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Winning At Innovation: The A-to-F Model Philip Kotler, Fernando Trías de Bes Innovation is a responsibility normally assigned to R&D departments but this is not enough. Companies need a systematic framework so innovation can occur at different levels of the organization. The world's leading expert in marketing and innovation Philip Kotler, and Fernando Trias de Bes together present a revolutionary model for innovation.



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