

Strategic Management Of Technology And Innovation By Robert Burgelman;Clayton Christensen;Steven Wheelwright

By Robert Burgelman;Clayton Christensen;Steven Wheelwright

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Author(s): H. Igor Ansoff (Distinguished Professor of Strategic Management, School of Business & Management, United States International University)

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Steven Wheelwright. From MormonWiki. He coauthored Strategic Management of Technology and Innovation with Robert Burgelman and Clayton Christensen.

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