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Volume 48, 2005 - Issue 2

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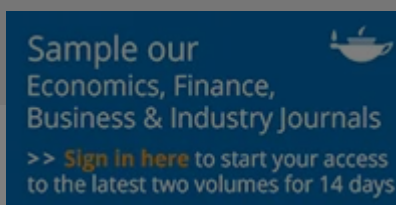
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# Value Innovation: Passport to Wealth Creation

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Pages 22-36 | Published online: 22 Dec 2015

🗨️ Cite this article 🔗 <https://doi.org/10.1080/08956308.2005.11657302>



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## OVERVIEW:

Although most managers will agree that innovation can be the passport to wealth creation, many of their actual business practices and behaviors fail to support the activities crucial to value innovation. In particular, many companies over-emphasize

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