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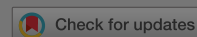
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Essay

The innovation journey: you can't control it, but you can learn to maneuver it

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Abstract

Our Minnesota Innovation Research Program and other studies have found that a common set of issues are encountered while the innovation journey unfolds in the development of a wide variety of new technologies, products, programs, and services. These issues challenge the belief that managers or entrepreneurs can control the innovation journey. However, managers and entrepreneurs can increase their odds of success through

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