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Innovation management suggests that top managers must be collaborative, plus involve employees in innovation management and strategic planning. Alongside the information age, the predominance of data innovation and fast mechanical change in pretty much every sector has made new organizations and decimated the individuals who can't adjust to this change, hence creating a steady requirement for development.

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To build a successful innovation strategy you have to be very familiar with the steps of the innovation process and management. Definitely, how you spend your efforts, time, and money is your strategy. You need well-organized process and a high-level plan in order to turn a fantastic idea into a successful business.

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Innovation management is all about eliminating the obstacles to innovation. To formulate the perfect innovation management strategy is to identify a strategy that engages all stakeholders, and that accomplishes the desired results. The innovation management strategy is nothing without proper implementation.

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An innovation strategy is a plan to grow market share or

profits through product and service innovation. When looking at innovation strategy through a jobs-to-be-done lens, we see that an effective strategy must correctly inform which job executor, job, and segment to target to achieve the most growth, and which unmet needs to target to help customers get the job done better.

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Since innovation is the driver of change, and change is the most fundamentally important driver of business strategy, then it's not an exaggeration to say that innovation is the means of achieving strategy, as we find in the story of Apple's turnaround from the abyss.

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Page 10/15

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