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Apple Academic Press Inc. Hardback. Book Condition: new. BRAND NEW, Unlocking Sustained Innovation Success in Healthcare, Gregory C. McLaughlin, Suzanne Richins, Outlining the critical need to apply innovation to reduce costs and improve efficiency in the healthcare industry, Unlocking Sustained Innovation Success in Healthcare explains why innovation management is a must for all healthcare organizations. It describes how innovation, when implemented as a strategy, can yield sustainable success. This book is the first in a series that examines how ENOVALE(TM)...

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- Authored by Gregory C. McLaughlin, Suzanne Richins
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