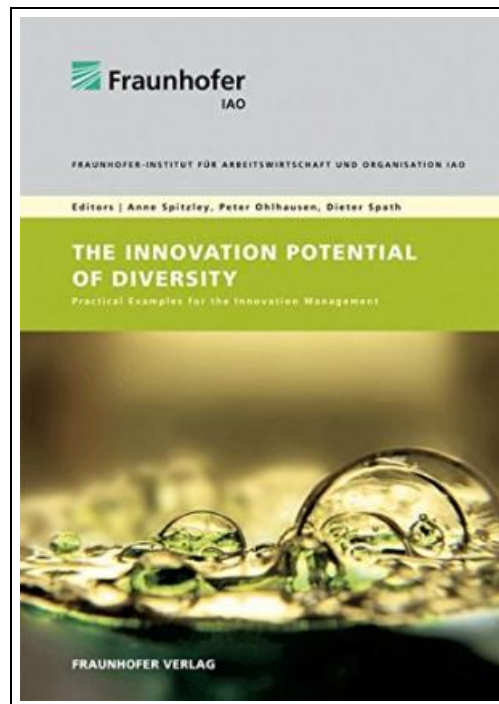


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Reviews

It is an awesome book that we have possibly go through. It is actually writter in straightforward words and phrases and not confusing. It is extremely difficult to leave it before concluding, once you begin to read the book.
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THE INNOVATION POTENTIAL OF DIVERSITY.: PRACTICAL EXAMPLES FOR THE INNOVATION MANAGEMENT. (PAPERBACK)



Fraunhofer IRB Verlag, Germany, 2010. Paperback. Condition: New. Language: N/A. Brand New Book. In order to be innovative, an organisation has to utilise the skills of all its employees. Implementing the potential of women, older staff members as well as people with different backgrounds leads to more creative ideas, new approaches and results in more innovative products. But how can a company use the innovative potential of its diverse workforce? And how can customer diversity be used to create innovations? This book answers these questions as well as many more related to the topic of diversity management and innovation. Special emphasis is put on the role of women in the innovation system. Therefore, the language and effects of pictures used in job advertisements are addressed. Moreover, measures to advocate highly innovative women are identified including their demands regarding workplace requirements. In addition, the book deals with diversity management in both publicly-traded companies and public institutions. The involvement of children as Lead Users along the product development process is addressed as well. Given the fact that innovation does not only comprise products, but also services, a separate chapter focusing on the effect of Diversity on service innovations is included.



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