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John Bessant holds the Chair in Innovation and Entrepreneurship at the University of Exeter and is Visiting Professor at HHL Business School, Leipzig. Joe Tidd is Professor of Technology and Innovation Management at SPRU (Science and Technology Policy Research), University of Sussex and Visiting Professor at University College London.

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Joe Tidd, John ... Joe Tidd is the author of *Managing Innovation* (3.67 avg rating, 140 ratings, 9 reviews, published 1997), *Strategic Innovation Management*. Home

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