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The single biggest reason why start-ups succeed | Bill Gross *Disruptive Innovation Explained* Michael Porter, *Innovation \u0026amp; Competitiveness (1 of 2)*, GCF 2011 - 01 -25 . **Design Thinking and Innovation At Apple** Disruptive Innovation Business Model Innovation - Amazon, Spotify and Tinder ("The Innovator's Dilemma") by Clayton Christensen - VIDEO BOOK SUMMARY Strategic innovation management **What is Innovation** Why innovate? Creating \u0026amp; capturing value

Innovation Models \u0026amp; Processes Cranfield on Corporate Sustainability: Keith Goffin Clay Christensen: Principles of Innovation \u0026amp; Measuring Success R\u0026amp;D Management: Types of innovation and useful tools **Innovation and Entrepreneurship by Peter Drucker Audiobook** Radical Innovation Strategies Webinar four - EPIC workshops and eHealth utilisation at the Royal Cornwall Hospital Infectious diseases and pandemics: Why are they linked to poverty?Goffin Mitchell

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REVIEW OF GOFFIN MITCHELL INNOVATION MANAGEMENT CHAPTER 1 KEY ASPECTS OF INNOVATION MANAGEMENT

- I'm torn between giving this book one star for making me depressed and giving the book five stars for how well written and how honest the book is. All in all, the book deserves the classic status it has attained, but do to how the story made me feel, I had to throw my copy away. I am not a reader that will say a simple "this book sucks" but this book made me feel bad. The truth behind the tale disturbed me. That was probably the point trying to be made, but even so, I cannot get by how it made me view the world at the end.

- The two main characters in the story are Leonard Small, and George Milton. They have one dream: to own a peice of land they can call their own [with Lennie (who is Leonard) tending the rabbits]. To get land, you need to purchase it. To purchase, you need money. So Lennie and George have been going from town to town, mostly because they can't stay in one place too long before Lennie makes a mistake, forcing them to flee. They get jobs at a ranch. They make friends, such as Candy, the swamper, Slim, the skinner, and crooks, the negro stable boy. However, life isn't so peachy keen at this ranch. The flirtatious wife of Curley, the bosses son, is a threat to everyone who works there. For Curley is a very possessive man, who will beat anyone up, who is bigger than he is (maybe even Lennie). Will Curley's wife, who doesn't seem to have a name, cause trouble for George and Lennie, maybe evening ruining their dream? Will Lennie's ignorance to his own strength cause trouble at this town also? Well, you should read the book to find out. The reason I didn't give five stars to this book, is because I think the end was too sudden. It didn't seem right. Maybe you will think differently if you read the book.