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8

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From Strategy to Business Models and to Tactics

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thing new. As such, it can be radical or incremental, and it can be applied to products, processes, or services and in any organization. It can happen at all levels in an organization, from management teams to departments and even to the level of the individual. This chapter describes the main concepts behind innovation. We

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reengineering of the corporation requires that management itself be radically reengineered. Others suggest

that organizations are often not capable of changing as much and as quickly as radical reengineering encourages and that transition management has not been sufficiently addressed (Feldman 1999).

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