

Inside the Innovation Matrix

The latest book from the Australian Business Foundation delves into the often murky kaleidoscope of practices and ideas called innovation.

Looking beyond the lone entrepreneur or inventor, we explore the hidden human dimensions of innovation. We uncover the pivotal role of people as innovation carriers, and rediscover innovation itself as a potent competitive force.

By presenting papers from both business experts and academics, the Australian Business Foundation leads the way in bridging academic scholarship and the realities of everyday business experience.

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