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Goffin K & Mitchell R (2005) Innovation Management: Strategy and Implementation using the Pentathlon Framework. New York: Palgrave, ed. 1st edition. Goffin K, Lee-Mortimer A & New C (1999) Managing Product Innovation for Competitive Advantage. Haymarket Business Publications.

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'Since the publication of the first edition, Innovation Management by Goffin and Mitchell has been one of my favourite textbooks. It stands out from the crowd as a practitioner-oriented textbook with a strong emphasis upon project management aspects of new product development.

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