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Economy & Finance; Innovation & Creativity Innovation; Innovation management; Growth and start-up management; Strategic product development and innovation management, and performance measurement. Dávila is co-author of Making Innovation Work: How to Manage It, Measure It, and Profit from It (2006) and

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By the authors of the bestselling Making Innovation Work . is the coauthor of Making Innovation Work: How to Manage It, Measure It, and Profit

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