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# THE INNOVATOR S COOKBOOK: ESSENTIALS FOR INVENTING WHAT IS NEXT (PAPERBACK)



Penguin Putnam Inc, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book. Steven Johnson, author of *Where Good Ideas Come From* , *Emergence* , *Everything Bad is Good for You* , *Mind Wide Open* and *Ghost Map* , and an acknowledged bestselling leader on the subject of innovation, gathers - for a foundational text on the subject of innovation - essays, interviews, and cutting-edge insights by such exciting field leaders as Peter Drucker, Richard Florida, Eric Von...

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- Authored by Steven Johnson
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