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Declan Kavanah, United Kingdom, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.An idea is not an invention, invention is not innovation, innovation does not mean a successful enterprise. This book is about creating successful enterprise from an initial idea. Advantage is what creates value for you, your customers and your organisation. Focusing on advantage and sources of advantage through the life cycle of a business, whether it be...

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- Authored by Kavanagh Declan
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