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innovation intelligence is transferred across borders and languages at an unprecedented rate, yet the ability to benefit from it seems to become more divergent among different corporations and countries. How much an organization can benefit from innovation largely depends on how well innovation is managed in it. Thus, there is a discernible increase in interest in the study of innovation management. This handbook provides a comprehensive guide to this subject. The handbook introduces the basic framework of innovation and innovation management. It also presents innovation management from the perspectives of strategy, organization and resource, as well as institution and culture. The book's comprehensive coverage on all areas of innovation management makes this a very useful reference for anyone interested in the subject.

This volume fills a gap in the international business literature, offering the perspectives of researchers who are deeply embedded in one key emerging market, India. With the global economy changing dramatically, firms from emerging markets are playing increasingly important roles in both outward and inward internationalisation. International Business Strategy offers profound insights into international business activities in this rapidly-evolving environment, in which multinational corporations from emerging

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markets are now influential players. Reflecting the complex nature of India itself, the chapters employ a variety of theoretical lenses to shed light on a wide range of issues encountered by Indian businesses, from some of the world's largest corporations to small, entrepreneurial firms.

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Artificial intelligence (AI) describes machines/computers that mimic cognitive functions that humans associate with other human minds, such as learning and problem solving. As businesses have evolved to include more automation of processes, it has become more vital to understand AI and its various applications. Additionally, it is important for workers in the marketing industry to understand how to coincide with and utilize these techniques to enhance and make their work more efficient. The Handbook of Research on Applied AI for International Business and Marketing Applications is a critical

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