

# The Experimental Nature of New Venture Creation: Capitalizing on Open Innovation 2.0 (Innovation, Technology, and Knowledge Management)

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The Experimental Nature of New Venture Creation: Capitalizing on Open Innovation 2.0 (Innovation, **Technology, and Knowledge Management)** 

This book explores the dynamics of innovation, entrepreneurship, and new business creation, with an emphasis on prototyping, experimentation, and intelligence feedback. It features case studies of product, service, and process innovation.



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