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Genre/Form: Electronic books: Additional Physical Format: Print version: Duggan, William. Creative Strategy : A Guide for Innovation. New York : Columbia University

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May 04, 2013 Creative Strategy has 14 'Creative Strategy: A Guide For Innovation' seeks to show by Columbia Business School Publishing

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Jstor: creative strategy, december 2012

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Creative Strategy: A Guide for Innovation William Duggan in his latest work, Creative Strategy: While he is a senior lecturer at Columbia Business School

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Genre/Form: Electronic books: Additional Physical Format: Print version: Duggan, William R. Creative strategy. New York : Columbia Business School Pub., 2013

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He is the author of Creative Strategy: A Guide for Innovation,

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