



The Innovation SuperHighway

Debra M Amidon

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Debra M. Amidon, a worldwide pioneer in knowledge strategy, once again leads you into the future by charting the intersection of knowledge management and innovation into a new frontier called 'Knowledge Innovation.' Groundbreaking and well researched, 'The Innovation SuperHighway' provides global insights into how you can use knowledge processes and tools to sustain high levels of innovation among all stakeholders to gain a competitive positioning.

'The Innovation SuperHighway' awakens the realization that information, economic infrastructures, computer and communications technology - and even knowledge management and ICT's, has been a journey toward profitable and prosperous innovation. Providing the sound rationale for knowledge strategy, Amidon defines the global vision on all levels of economy—the enterprise, the national economy and societal transformation.

'The Innovation SuperHighway' turns knowledge vision into innovation practice.

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