



# The Seven Sins of Innovation: A Strategic Model for Entrepreneurship

D. Richards

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## The Seven Sins of Innovation: A Strategic Model for **Entrepreneurship**

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#### The Seven Sins of Innovation: A Strategic Model for Entrepreneurship D. Richards

Offers a psychology based model that features seven key determinants of success or failure for innovation and entrepreneurial endeavours. Provides specific recommendations, examples and case studies that demonstrate how individual and group psychology must be engaged effectively to create entrepreneurial cultures capable of powerful innovation.



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