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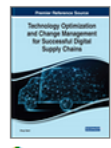
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Personal Values as Drivers of Managerial Innovation: Emerging Research and Opportunities

Zlatko Nedelko (University of Maribor, Slovenia) and Vojko Potocan (University of Maribor, Slovenia)

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ISBN13: 9781522532507 | ISBN10: 1522532501 | ISBN13 Softcover: 9781522587316 | EISBN13: 9781522532514

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In order for organizations to be successful, managers must continuously contribute new innovations and support new business ideas and methods. Addressing the link between personal values and managerial ingenuity can accelerate innovativeness in organizations and allow a business to thrive in competitive environments.

Personal Values as Drivers of Managerial Innovation: Emerging Research and Opportunities explores how a manager's personal values can be used for the development of innovative working strategies to influence organizations and their individual employees. Taking a cross-cultural approach, the authors compare managers' ideals between organizations worldwide to determine best leadership strategies. While highlighting topics including organizational structure, management roles, and ethics, this book is ideally designed for researchers, managers, professionals, and students seeking current research on ways to improve innovation within organizations.

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