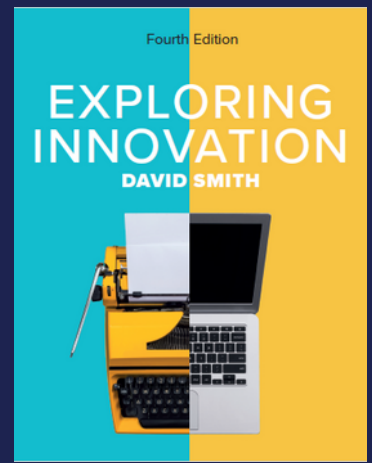


Exploring Innovation 4e

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The highly anticipated fourth edition of *Exploring Innovation* expands on the wide-ranging and varied scope of innovation found in earlier editions.

The text explores the diverse and varied forms that innovation can take to demonstrate that the process of innovation is about much more than inventing and managing new products.

Written in an accessible style, *Exploring Innovation* encourages students to delve into a range of recent developments in innovation including frugal and social innovation. Extensive use of case studies provide plenty of practical examples that bring key concepts to life.

Features

- Two brand new chapters on Frugal Innovation – doing more with less, and Social Innovation - meeting social needs
- Coverage of recent developments in green innovation with four new mini-cases covering sustainability issues such as the circular economy and community energy
- A new focus on the application of innovation
- 12 new case studies including: Eco Wave Power, Brompton Folding Bicycle, Doc Martens, Evolution of the EV, Northvolt and Grameen Bank, along with many new mini-cases throughout

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Discover Connect

All of our leading textbooks are available with a **huge range of resources online** to augment teaching and learning, **saving** instructors serious **time**, helping them **manage large cohorts**, giving students **structure and support**, and moving them from **theory to application**.



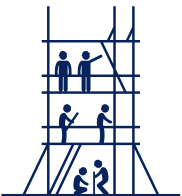
Connect for Reading

The ability to set assignments with auto grading and tracking gives you the opportunity to incentivise completion of out-of-class reading and practice so that students get the most out of their course.



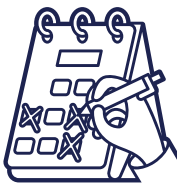
Connect for Theory

When students come to class prepared you no longer need to spend so much time covering the theory and recapping the basics – so class time can be spent looking at real world application, engaging in group work and participation, and showcasing your own expertise and passion.



Connect for Structure

The clear structure and scaffolding set in Connect combat demotivation by ensuring students understand the expectations on them and know where to go for info.



Connect for Self-Management

Within the structure provided by Connect, students actually have enhanced autonomy. Instant feedback on assignments plus student-facing reports allows them to self-correct and manage their own learning.



Connect for Assessment

The vast test bank in Connect enables you to easily create and assign continuous and end-point assessments so you can dig deep into student performance and intervene earlier to prevent drop out and maximise success.

Reinvigorate Reading with SmartBook

SmartBook gives you, the instructor, the ability to set **highly targeted reading assignments** and, crucially, **monitor student engagement** with these and their resultant level of understanding of key concepts.

More than just a regular eBook, the SmartBook **assesses students' mastery** of concepts **as they go along**, **guiding them** to the areas of the text they most need to absorb and **tailoring questions** to keep plugging away at the concepts they find most difficult.

In the SmartBook environment, **students develop an understanding of their strengths and weaknesses** through meaningful, instant feedback that allows them to review the concepts they have yet to master and **self-direct learning and revision**.



Included in the resource

- Application Based Activities
- Testbank
- Videos
- Writing assignments
- Case Study Teaching Notes
- PowerPoints

