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## Third Generation R D Managing The Link To Corporate Strategy

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generation research and development third generation rd management some companies are now moving to a mode of rd management that is both purposeful and strategic in this third generation rd general managers and rd managers work as partners to pool their insights in deciding what to do and

Third Generation R D Managing The Link To Corporate relates how rd management has evolved from the naive strategy of hope approach of the 1950s and 1960s when companies spent lavishly in the vague expectation that something good would result to the

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