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Business and Management : Innovation/Technology Management

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Sports Technology and Innovation

Assessing Cultural and Social Factors

- **First book devoted specifically to sport innovation and technology**
- **Focuses on sport innovation in the context of technology and commercialization**
- **Addresses how innovation affects sport from a societal perspective**

The aim of this book is to focus on the role of sports technology and the way that the innovation process is managed. This will help understand how technology is developed and integrated into the sports context. This is important particularly due to rapid technological advancements developed in sport being applied to other industries. The book will focus on the different types of sports technology from increment to radical innovations, including looking at product, process, and service innovations. It will be one of the first books to specifically focus on sports technology and innovation. It will be useful to innovation management researchers, enthusiasts and sports practitioners interested in how to compete based on technological advancements.

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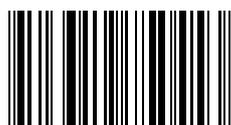
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