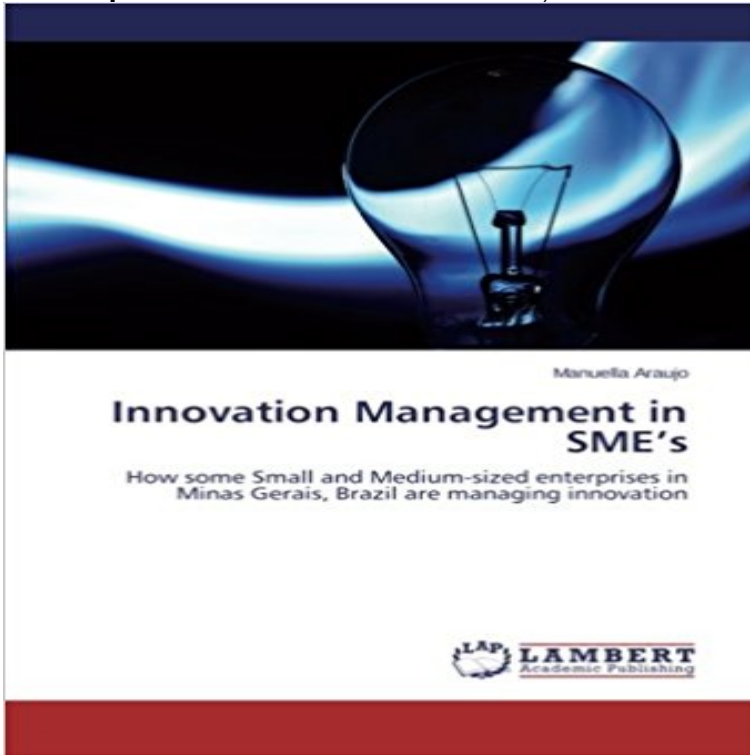


Innovation Management in SMEs: How some Small and Medium-sized enterprises in Minas Gerais, Brazil are managing innovation



This book assesses how firms in the state of Minas Gerais in Brazil are managing innovation. A mixed method approach is used in order to gather information on how managers of small and medium-sized organizations perceive and manage decisions regarding innovation. The study finds that the managers of the firms within the study perceive innovation as an important instrument for their success. However, even though they recognize the importance of innovation, no pattern is found in relation to innovative practices and strategies. The approach to innovation varies among firms. In spite of differences that were found, some commonalities reinforced existing literature.

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