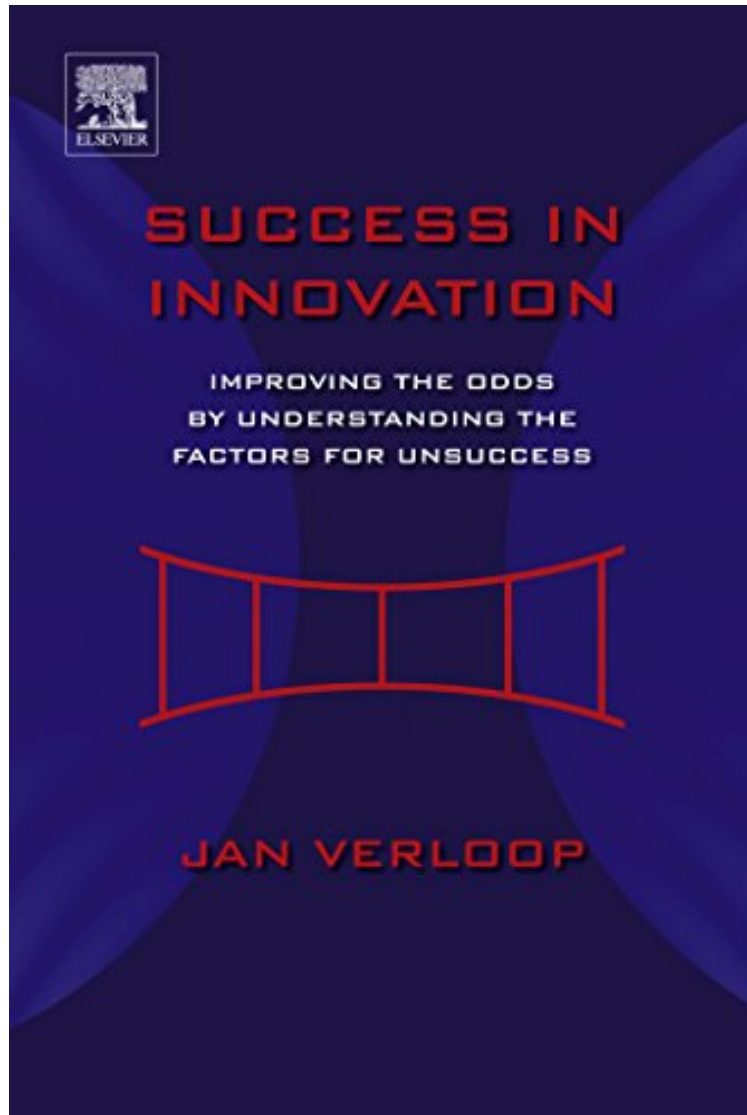


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Success in Innovation: Improving the Odds by Understanding the Factors for Unsuccess

Jan Verloop

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"The single book I would recommend to high-tech start-ups" - Steven Bowns, Director Technology Futures "The first book to explain the Valley of Death in financial terms" - Susan Robertson, CFO Oxford Catalysts About the Author Jan Verloop is consultant in innovation. Besides innovation he has extensive experience in process and product RD. He advises both start-up and multinationals in Europe, Asia, and America and has built up first-hand experience with successful and failed innovation projects. He is a non-executive director of Oxford Catalysts, a very successful start-up company which started in the cellars of Oxford University and now has facilities in the UK and the USA. He has lectured and advised on innovation in developing countries at major international conferences and smaller think-tanking sessions with heads of state and leaders in government and business.