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where he is also Research Director.

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Joe Tidd is Professor of technology and information management at SPRU (Science and Technology Policy Research) and visiting Professor at University College London, Cass Business School, Copenhagen Business School, and Rotterdam School of Management. Dr Tidd was previously Head of the Management of Innovation Specialisation and Director of the Executive MBA Programme at Imperial College.

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Diversity matters in innovation.



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JOE TIDD is Professor of Technology and  
Innovation Management at Science and  
Technology Policy Research (SPRU)

University of Science JOHN BESSANT is  
Professor of Technology Management at  
the Centre for Research in Innovation  
Management (CENTRIM) at Brighton

Business School, University of Brighton

KEITH PAVITT is RM Phillips Professor  
of Science and Technology Policy Studies  
at the Science and Technology Policy  
Research (SPRU), University of Sussex.

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