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# **Total Innovation Management A New**

Total Innovation Management: A New Emerging Paradigm of Innovation Management. YANG Zhirong ZHENG Gang XIE Zhangshu BA0 Gongmin. email yzrong2000@sina.com email zhgl213@sina.com email xiezs@zju.edu.cn cmail gbao@zju.edu.cn School of Management, Zhejiang University, Hangzhou, Zhejiang Province, China. Abstract.

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