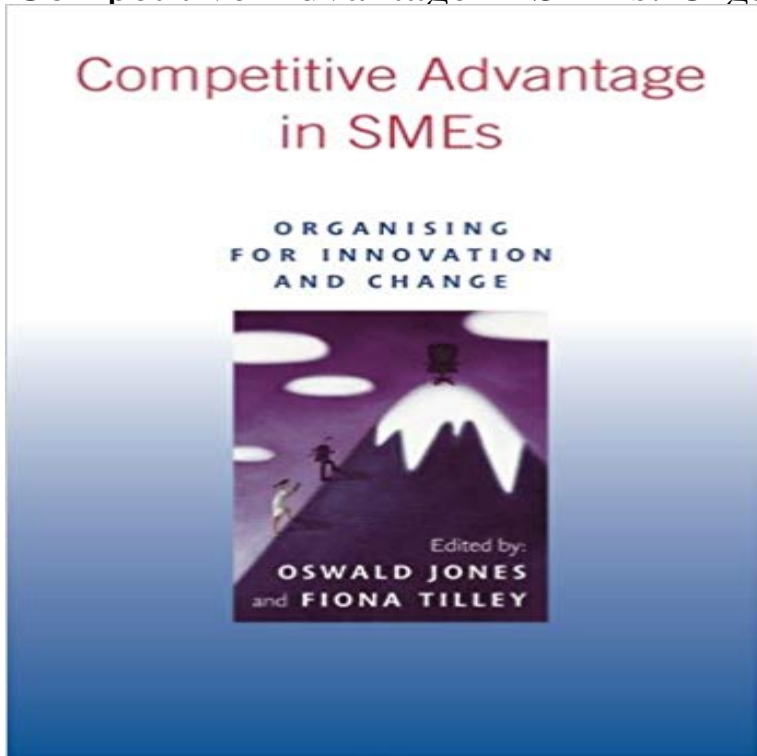


# Competitive Advantage in SMEs: Organising for Innovation and Change



\* Draws on up-to-date empirical evidence to illustrate how SMEs can become more innovative through the introduction of new products and services. \* Discusses the effective and efficient use of information technology by broadening management skills and knowledge.

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