

# The Venture Imperative By Heidi Mason

By Heidi Mason

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The Venture Imperative: A New Model for Corporate Innovation; Heidi Mason and Tim Rohner; Harvard Business School Press, Boston, MA; 2002; 358 pp., \$29.95.

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o The Venture Imperative, A New Model for Corporate Innovation, Heidi Mason, Tim Rohner. Harvard Business School Press.

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