

Riding The Cutting Edge (Excerpt)

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By Steve Watkins

You don't typically look for innovation from big, established companies. Small startups are often thought of as on the cutting edge.

But it doesn't have to be that way, says Chris Trimble, a professor at Dartmouth College's Tuck School of Business.

Big firms can't ignore innovation. Their only chance for growth in mature business lines comes from taking share from their chief rivals....

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