Reflection Exercise
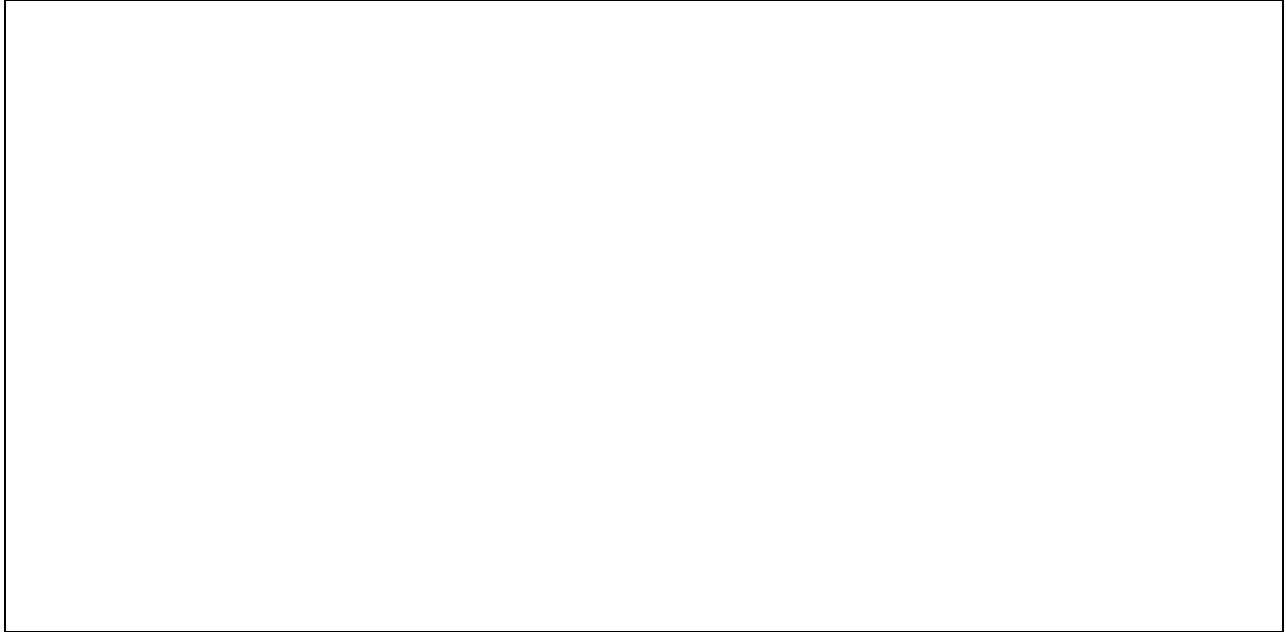**Lecture 1 - Introduction and Overview**

What does it mean to innovate?

What does it mean to manage innovation?