

CONDITIONS FAVOURABLE TO TECHNOLOGICAL INNOVATION

Joint Conference of
**INSTITUTE OF SCIENTIFIC BUSINESS
MARKETING SOCIETY
YOUNG EUROPEAN MANAGEMENT
ASSOCIATION**

10/11/12 September 1965

Windsor Hall in the University of Reading

A weekend working Conference devoted to syndicate discussions of all stages of the innovation process in industry. The main streams will be Basic and Applied Research, Development, and Marketing. Especial attention will be paid to the search for larger markets for many advanced technologies in Britain today, particularly by Europeanisation. Seminar sessions will also be held led by experts in the field of innovation management.

INCLUSIVE ACCOMMODATION AND CONFERENCE FEE
£7-10-0 (Numbers strictly limited)

Full details and enrolment forms from
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