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Specifically, "Corporate Innovation in the Fifth Era" provides four main ways of working innovation into a business structure: Emphasizing top-down leadership, integrating innovation into business practices, encouraging a spirit of innovation on all levels of the company, and being open to external innovations as a way to continue to be relevant in this Fifth Era.

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Corporate Innovation in the Fifth Era functions on the premise that we are living in a "dramatic transition between the Industrial Era and a new Fifth Era being driven by the Digital Revolution, Biotechnology Revolution, and a host of other disruptive technologies...that will transform the way humans exist on the planet."

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