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Melissa Schilling. Melissa A. Schilling is an American innovation scholar and professor. She holds the John Herzog Family chair in management and organizations at NYU Stern, and she is also the Innovation Director for Stern's Fubon Center for Technology, Business and Innovation. She is world known as an expert in innovation, is the author of the leading innovation strategy text, *Strategic Management of Technological Innovation* (now in its 5th edition), and is a coauthor of

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