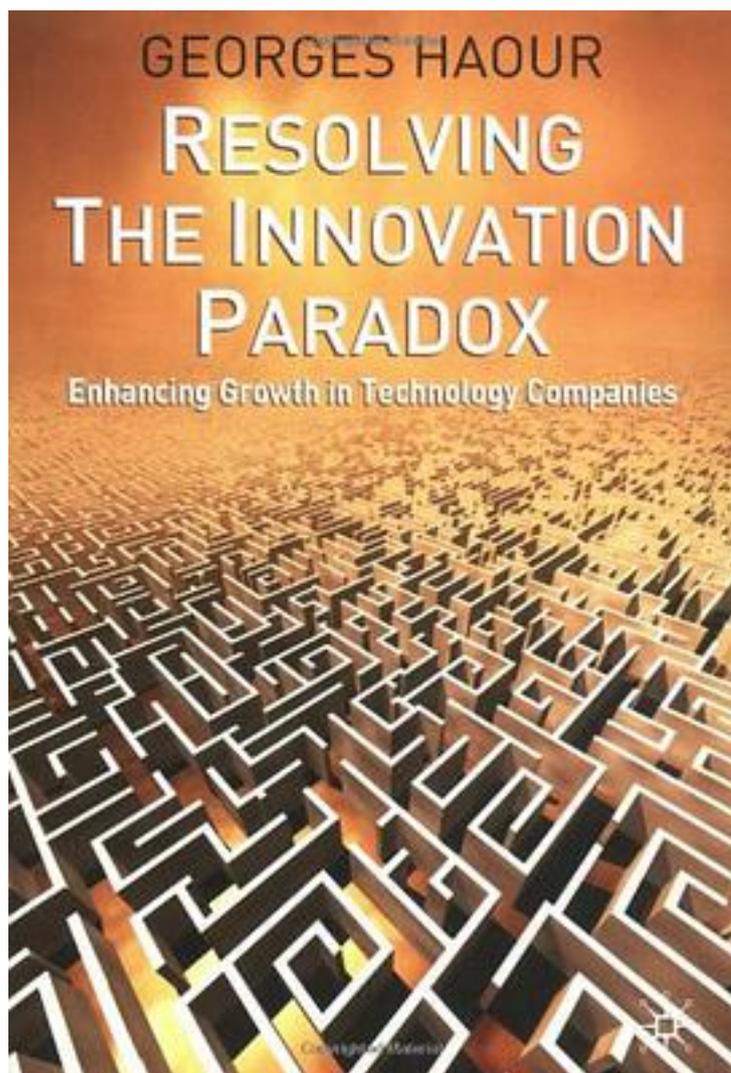


Resolving the Innovation Paradox



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出版者:Palgrave Macmillan

出版时间:

装帧:HRD

isbn:9781403916549

Innovation is central to the success of technology companies. The CEOs of these companies must make a priority of ensuring that technical know how is effectively converted into value. The paradox is that they rarely do. Resolving the Innovation Paradox shows how to put innovation for longer-term growth at the centre of the CEO radar. One tool is distributed innovation. Distributed innovation offers companies two main benefits. First, companies raise revenue by using channels such as licensing and selling innovation projects. Second, companies tap into external technical know-how, combining it seamlessly with their internal capabilities to develop 'high impact' products and services. Unconstrained by internal resources, such firms gain in agility. Resolving the Innovation Paradox offers examples from companies such as Generics, Intel, Nokia and Samsung. The book is addressed to all readers interested in managing innovation. Visit the companion website at www.innovationparadox.com.

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