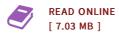




Managing Global Innovation: Frameworks for Integrating Capabilities Around the World

By Yves L. Doz, Keeley Wilson

Harvard Business Review Press. Hardback. Book Condition: new. BRAND NEW, Managing Global Innovation: Frameworks for Integrating Capabilities Around the World, Yves L. Doz, Keeley Wilson, The key to bridging your global innovation gap In today's global economy, it would be short-sighted to rely solely on local resources for new-product innovations. Instead, knowledge and activity critical to innovation most likely lie outside your company's home territories--sometimes far outside. And this distance makes it harder than ever to obtain and integrate these resources, eating away at your competitive edge. How to tackle this challenge? In Managing Global Innovation, INSEAD's Yves L. Doz and Keeley Wilson show you how to build and leverage a global innovation network. Drawing on extensive research and real-life company examples, they walk you through a set of practical frameworks for acquiring and integrating innovation-critical knowledge from multiple sources. You'll learn to optimize your innovation footprint, improve communication and receptivity, and enhance collaboration in order to succeed on a global scale. Based on in-depth research within more than three dozen corporations--including Citibank, Essilor, GE, GlaxoSmithKline, HP Labs, HP Singapore, Nokia, Novartis, Shiseido, Siemens, Snecma, Synopsys, and Xerox--this book bridges theory and practice. Managing Global Innovation gives you the tools...



Reviews

Without doubt, this is the very best work by any writer. Indeed, it can be play, still an amazing and interesting literature. I am just very easily can get a pleasure of reading through a written pdf.

-- Alda Barton

A brand new e book with a brand new standpoint. I have read through and that i am certain that i am going to gonna go through again once more in the future. Its been developed in an remarkably simple way in fact it is merely right after i finished reading through this book in which basically modified me, modify the way in my opinion.

-- Prof. Llewellyn Thiel