

## <<Innovation that Fits>>

### 图书基本信息

书名：<<Innovation that Fits超越时尚的创新战略>>

13位ISBN编号：9780131438200

10位ISBN编号：0131438204

出版时间：2005-2

出版时间：上海科学技术文献出版社

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页数：248

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### 内容概要

In frantic pursuit of innovation, companies have experimented with one new fad after another: corporate venturing, intellectual property licensing, innovation-by-alliance, innovation-by-acquisition, spinouts, spin-ins, and many more. In this book, three leading experts on commercializing innovation sort through the debris of yesterday's innovation experiments, unearthing powerful lessons about what works and what doesn't. **INNOVATION THAT FITS** draws on a thorough examination of more than 250 innovation initiatives from organizations of widely differing sizes and industries. Based on this unprecedented research, the authors show how to better choose and implement the right organizational tactics, manage the key risks of each approach, and put all the pieces together to design and execute a more resilient core innovation strategy.

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### 作者简介

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