

<<Innovation that Fits>>

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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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