

Open Innovation The New Imperative For Creating And Profiting From Technology.pdf

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The innovation life cycle resembles the technology S-curve, as suggested by Christensen (1992). At the beginning of the curve, a new innovation is planted and the required resources are committed.

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Der Begriff Open Innovation bzw. offene Innovation bezeichnet die Öffnung des Innovationsprozesses von Organisationen und damit die aktive strategische Nutzung der Außenwelt zur Vergrößerung des Innovationspotenzials. Das Open-Innovation-Konzept beschreibt die zweckmäßige Nutzung von in das Unternehmen ein- und ausdringendem Wissen, unter Anwendung interner und externer Vermarktungswege ...

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