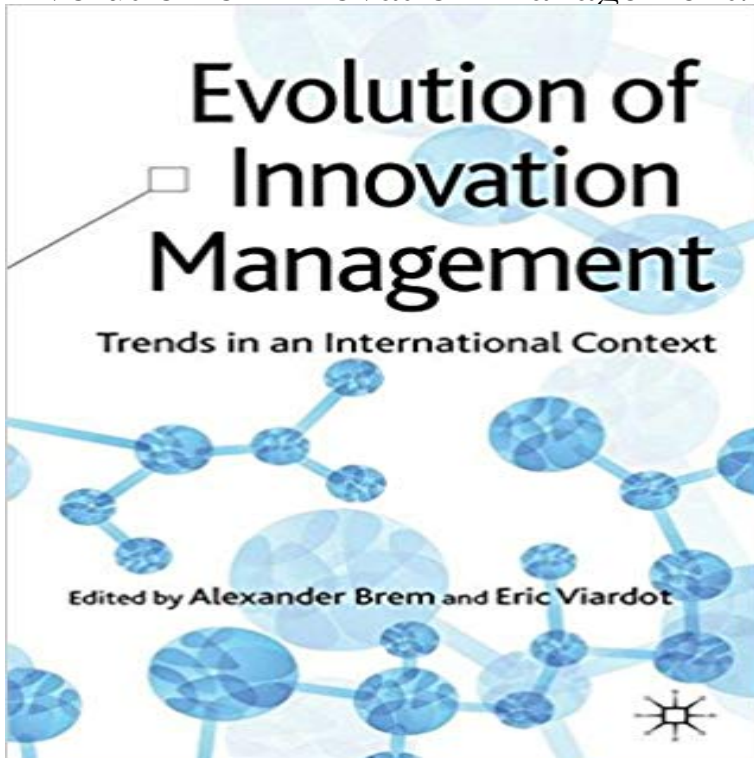


Evolution of Innovation Management: Trends in an International Context



Today, innovation is a key driver for performance and growth in business. It provides a strong competitive advantage and is one of the best ways to speed up the rate of change and adaptation to the global environment. Concurrently, the innovation topic is also regaining more and more visibility and interest among the academic communities worldwide. However, some of the challenges of innovating are remarkably consistent and recent times have shown the emergence of new ways for stimulating and managing the innovation process, especially from an international perspective. Even if these processes are taking place in very different industries, there are many parallels in successfully managing them. This volume explores these new routes and assesses their value both for markets and companies. More specifically, the book is organized around three themes: How to stimulate and nurture innovations How to commercialize innovations How to lead and manage the innovation process

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