

<<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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<<Innovation that Fits>>

书籍目录

Acknowledgments
About the Authors
1 Making Sense of Innovation Fads and Fashions
Innovation Excitement, Then Disillusionment
Reconsidering Innovations in Innovation
Bringing Silicon Valley Inside
Spinovation
Virtual Reality: Patenting, IP, and "Asset-Lite"
Shared Creation
If You Can't Build It, Buy It
Mixed Results: What Exactly Is It?
The Allure of Innovations in Innovation
Background and Overview
2 Corporate Venturing: Best of Both Worlds or Venturing Too Far?
Breaking the Old Molds
The Disappointing Record of Corporate Ventures
The Consummate Corporate Venture Capitalist
Core Problems with Corporate Venturing
Can You Be Too Free?
Diverging Approaches
Toward Cars of the Future
An Established Operating Company Is Not a VC Portfolio
More Mature CVC Approaches
The Need for Core Venturing
3 The Virtual Asset-Lite Model: Intellectual Property Licensing
The Old Economy: Real Companies, Real Products
Intellectual Property Rules
IBM = IPM (Intellectual Property Management)
The "Knowing" and "Doing" Connection
The Secret of Life (Patent Pending)
Itself
If You're So Smart, Why Aren't You Rich?
Limitations of the IP-Centric Model
Size Matters: Scaling Intellectual Property
IP as a Beginning, Not the End
Turning Licensing Inside-Out
.....
4 Innovation by Alliance: Reconsidering Innovation Collaboration
5 R&D by M&A: Innovation by Acquisition
6 Spinovation: Liberating Value or Spinning Out of Control?
7 Conclusion: Toward a New Model for Innovation
Endnotes
Index

<<Innovation that Fits>>

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