

## Open innovation: academic and practical perspectives on the journey from idea to market

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### Abstrak

Many firms want to innovate, but have a hard time overcoming their corporate culture to allow them to develop and commercialize innovative ideas. This book brings together contributions from academics and people in the business community to explore methods for opening up the innovation process to make it more successful. The book starts by defining the concept of open innovation. Then, it examines ways to bring more people into the innovation process at all stages including idea development, evaluation, and commercialization. This work provides a current perspective on the state-of-the-art in open innovation.