Effective Open Innovation Strategies in Modern Business: Emerging Research and Opportunities

Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:
Globalization has created an increase in the number of business opportunities presented to enterprises. A competitive market places demands on businesses to think differently and follow new approaches to managing their business goals and remaining acceptable to suppliers and service providers.

Effective Open Innovation Strategies in Modern Business: Emerging Research and Opportunities is a comprehensive resource that focuses on the importance of interdisciplinary concepts in open innovation projects. Using case illustrations, the book examines concepts such as virtual reality, knowledge harvesting, and business process reengineering in relation to open innovation initiatives. As a publication exploring the areas of management and information technology disciplines, this resource is useful for corporate executives, business managers, entrepreneurs, business professionals, and graduate-level students seeking current research on business innovation techniques and approaches.

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Topics Covered:

- Business Reengineering
- Communication Technology
- Financial Investment
- Intellectual Capital
- Interdisciplinary Development Process
- Knowledge Harvesting
- Knowledge Management
- Open Innovation
- Social Media

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