

Mastering Innovation in Business

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

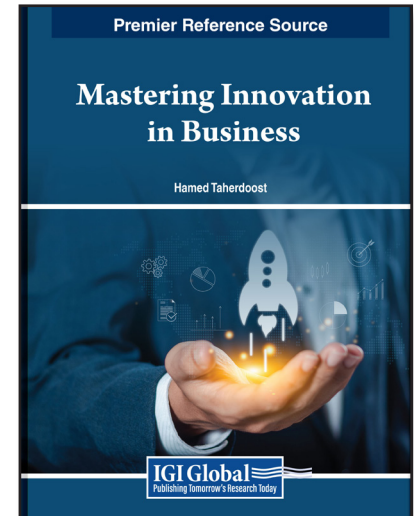
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Description:

In the current fast-paced business environment, organizations face the challenge of managing internal innovation efforts while leveraging external expertise and resources. Traditional innovation management approaches may struggle to keep up with the rapid changes in technology and market dynamics. Organizations must master innovation while ensuring sustainability and adopting more inclusive and collaborative innovation practices. To address these challenges, the book **Mastering Innovation in Business** provides a comprehensive solution by delving deep into the principles and practices of open innovation.

By examining the evolution of management and the dynamics of open innovation, this book equips readers with the knowledge and strategies needed to manage innovation effectively in a rapidly changing business landscape. It explores intellectual property management, metrics for measuring innovation, and cultural influences on innovation. It offers practical insights and actionable strategies for fostering a culture of innovation within organizations. Additionally, the book delves into the role of digital transformation in driving innovation. It guides how organizations can leverage digital technologies to enhance their innovation efforts.

Mastering Innovation in Business is an essential resource for academics, practitioners, and policymakers seeking to deepen their understanding of open innovation and innovation management. Its comprehensive coverage of key topics and practical insights serve as a valuable guide for navigating the complexities of the modern business landscape. Whether you are a decision-maker looking to drive innovation within your organization or an educator seeking to enhance your innovation management knowledge, this book offers valuable insights and strategies for success in today's innovation-driven economy.



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Topics Covered:

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- Applying Design Thinking to Innovate
- Cultural Influences on Innovation
- Dynamics of Innovation Ecosystems
- Exploring Corporate Ventures in Innovation
- Fostering Sustainability through Innovation
- Human Elements in Innovation
- Intellectual Property Management in Open Innovation
- Leadership Dynamics in Innovative Teams
- Metrics for Measuring Innovation
- Mitigating Innovation Risks
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- Open Innovation in the Digital Era
- Strategies for Open Innovation

Subject: Business & Management

Classification: Edited Reference

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(Research Recommended)

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