

Innovation Trends (The OECD Innovation Strategy: Getting a Head Start on Tomorrow)

This chapter presents a brief picture of the innovation landscape. It discusses how innovation is defined and measured and how the concept has broadened to include nontechnological activities such as organisational change and marketing. It presents a selection of data and indicators which show that not only R&D but various other inputs are needed for effective innovation. It looks at how the innovation process has opened up and why collaboration has become a key to innovation. It also examines the shifting geography of innovation, the emergence of new global players and the global competition for talent.

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