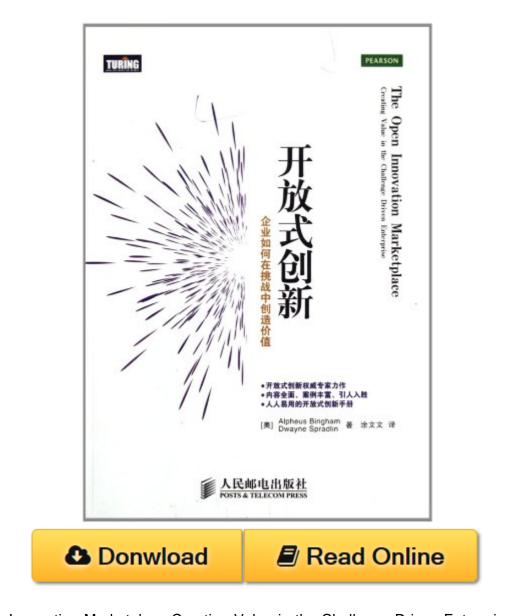
The Open Innovation Marketplace Creating Value in the Challenge Driven Enterprise (Chinese Edition) PDF



The Open Innovation Marketplace Creating Value in the Challenge Driven Enterprise (Chinese Edition) by si pu la de sen ISBN 7115283982

Based on InnoCentive (an open innovation platform), this book introduces how to use the strategies and models of worlds best innovation resources and, with minimal risk, use new products, service and business model to create more value. Through case study, the book puts forward open innovations, breakthrough strategies and solutions in medicine, consumer products, software, aviation etc.

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