



# Managing Global Innovation: Frameworks for Integrating Capabilities around the World

*Yves L. Doz, Keeley Wilson*

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## The key to bridging your global innovation gap

In today's global economy, it would be short-sighted to rely solely on local resources for new-product innovations. Instead, knowledge and activity critical to innovation most likely lie outside your company's home territories—sometimes *far* outside. And this distance makes it harder than ever to obtain and integrate these resources, eating away at your competitive edge.

How to tackle this challenge? In *Managing Global Innovation*, INSEAD's Yves L. Doz and Keeley Wilson show you how to build and leverage a global innovation network. Drawing on extensive research and real-life company examples, they walk you through a set of practical frameworks for acquiring and integrating innovation-critical knowledge from multiple sources. You'll learn to optimize your innovation footprint, improve communication and receptivity, and enhance collaboration in order to succeed on a global scale.

Based on in-depth research within more than three dozen corporations—including Citibank, Essilor, GE, GlaxoSmithKline, HP Labs, HP Singapore, Nokia, Novartis, Shiseido, Siemens, Snecma, Synopsys, and Xerox—this book bridges theory and practice.

*Managing Global Innovation* gives you the tools to harness critical expertise from around the globe—and channel it into your innovation programs.

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