

# Managing Global Innovation: Uncovering the Secrets of Future Competitiveness



What are the secrets of competitive R&D on a global scale? The nineties have seen the largest international R&D expansion ever. Investigating more than 1000 R&D laboratories of 80 companies, this book presents the largest description of global R&D practice. Based on 240 research interviews and case studies from 18 best-practice companies, the authors introduce new concepts and trends that will shape global R&D management in the early 21st century. Managing Global Innovation is a rich compendium of new concepts of global R&D, enlivened by 18 excellent best-in-class case studies. What is especially impressive, the authors bridge seamlessly theoretical and practical issues about how companies create, transform and implement new technology in an expanding marketplace. This will be intriguing to both the industry and the academic world. The lessons learned are invaluable. The book is a real tour de force, probably destined to become a standard in this field for some time to come. Professor Jeff Huang, Harvard University This excellent book demonstrates how the dynamics of innovation and creativity can be mastered. Important reading for senior management and a must for R&D leaders. Karl Weinberger, Head of Corporate R&D, Schindler A feast of delights... deserves a very wide readership. Phil Galen, ICI Technology - Science and Technology Policy Strategy

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