



Resolving the Innovation Paradox: Enhancing Growth in Technology Companies

By G. Haour

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Innovation is central to the success of technology companies. The CEOs of these companies must make a priority of ensuring that technical know how is effectively converted into value. The paradox is that they rarely do. Resolving the Innovation Paradox shows how to put innovation for longer-term growth at the centre of the CEO radar. One tool is distributed innovation . Distributed innovation offers companies two main benefits. First, companies raise revenue by using channels such as licensing and selling innovation projects. Second, companies tap into external technical know-how, combining it seamlessly with their internal capabilities to develop 'high impact' products and services. Unconstrained by internal resources, such firms gain in agility. Resolving the Innovation Paradox offers examples from companies such as Generics, Intel, Nokia and Samsung. The book is addressed to all readers interested in managing innovation.

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Editorial Review

About the Author

GEORGES HAOUR is Professor at IMD, Lausanne, Switzerland where he teaches Technology Management and directs executive programmes for managers coming from technology companies worldwide. He also works at Generics in Cambridge, UK in the area of technology ventures and start-ups. Georges Haour acts as an advisor to companies in Europe, North America, Japan and Singapore in the area of technology ventures and Research and Development/ Innovation Management and is a member of the board of several organisations, including technology start-ups. He is the author or more than 70 publications including prize winning case studies.

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