

# Innovation and International Corporate Growth

*From Springer*

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**From Springer : Innovation and International Corporate Growth** before purchasing it in order to gage whether or not it would be worth my time, and all praised Innovation and International Corporate Growth:

Research and development (RD) as well as innovation are the drivers of change and the key determinants of growth in

many industry and service sectors. In spite of the financial turmoil and restructuring of the world economy after 2008, investment in RD is expected to grow further. Innovation competence will continue to be a major success factor for internationally operating companies. The book presents a state-of-the-art account of innovation management and the role of RD and innovation strategy for corporate growth and renewal. It follows a top-down approach starting from corporate strategy, and describes the effective integration of corporate RD, business unit projects and operational performance improvements. The book offers portraits of leading innovators and high-performing corporations and provides a rich collection of best-practice examples.

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