

## Managing Open Innovation in SMEs

---

The concept of open innovation (OI) has become a very popular topic during the last decade, with an increasing number of small- and medium-sized enterprises (SMEs) embracing OI practices to gain competitive advantage. With the majority of publications focusing on large firms, open innovation in SMEs has received scant attention from both scholars and practitioners. This book seeks to correct this imbalance by providing an in-depth study for both business managers and graduate-level students. Using rich, in-depth case studies from successful companies, it examines different approaches to managing OI in order to develop practical guidelines for implementation. It also highlights important differences between OI strategies in SMEs and large companies. Its findings will be of use to those studying or working in innovation management, open innovation, small business management and entrepreneurship.



**95,80 €**

89,53 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

---

**Artikelnummer:** 9781107073029

**Medium:** Buch

**ISBN:** 978-1-107-07302-9

**Verlag:** Cambridge University Press

**Erscheinungstermin:** 01.06.2017

**Sprache(n):** Englisch

**Auflage:** Erscheinungsjahr 2017

**Produktform:** Gebunden

**Gewicht:** 526 g

**Seiten:** 250

**Format (B x H):** 157 x 235 mm

