Open Services Innovation. Competere in una nuova era (SxI - Springer for Innovation / SxI - Springer per l'Innovazione) (Italian Edition)

Henry Chesbrough

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Il primo libro di Henry Chesbrough, *Open Innovation*, era riuscito a definire un nuovo paradigma per il management del 21° secolo; con *Open Services Innovation,* che appare ora tradotto in italiano, l'autore ci spiega come l'Innovazione Aperta, associata a una rivalutazione del ruolo dei servizi, può portare le imprese a scoprire nuove opportunità in un'economia sempre più dominata dal terziario.

Chesbrough illustra come le aziende in tanti settori diversi possono differenziarsi e innovare passando da una visione basata sul prodotto a un concetto di business orientato al servizio, e da una mentalità d'innovazione chiusa a un approccio aperto a contributi e risorse che arrivano dal mondo esterno. Il libro propone innumerevoli esempi che illustrano teorie e modelli, offrendo una guida molto concreta

per l'implementazione di idee e strategie. In questa edizione, ai riferimenti americani sono affiancati tanti casi di imprese italiane con cui il lettore saprà facilmente confrontarsi.

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