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## William **Open Innovation The New Imperative**

Open Innovation is not new - it has been around for around 50 years. Many companies used OI to give themselves an edge. It was not given a name until the 21st century when

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Chesbrough saw it, being used, described it, gave it the name Open Innovation and cashed in with fancy words such as "The New Imperative For Creating & Profiting From Technology".

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Henry William

Chesbrough, Harvard



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Business Press, 2003 -  
Business & Economics-  
227 pages. 5Reviews.  
In today's...  
Technology Henry

**Open Innovation:  
The New Imperative  
for Creating and ...**

Open Innovation  
propounds the thesis  
that corporations  
should take a broader  
approach to innovation  
and IP (assuming that  
doing so fits within the  
company's business  
model). This book is

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essentially a series of case studies that the author uses to support his thesis.

**Open Innovation:  
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for Creating And ...**

Das Konzept geht auf  
(Chesbrough, Open  
innovation: the new  
imperative for creating  
and profiting from  
technology. Harvard  
Business School Press,  
Boston, 2003) zurück  
und befasst sich mit

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[Henry William  
Chesbrough] --

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loger afford to rely  
entirely on their own  
ideas to advance their  
business, nor can they  
restrict their  
innovations to a ...

**Open innovation :  
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Open innovation is a  
term coined by Henry  
Chesbrough and made  
famous most  
effectively in this book  
that argues that  
increasing often, firms

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must reach beyond  
typical firm boundaries

and internal R&D  
routines in order to

innovate and succeed  
competitively.

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of Technology,  
Cambridge MA, USA  
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**Open Innovation:  
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For Creating and ...**

It was originally  
introduced by  
Chesbrough in his 2003  
book Open Innovation:  
The New Imperative for  
Creating and Profiting  
from Technology. 7  
Open innovation  
assumes that firms can

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and should use external ideas as well as internal ideas, and internal as well as external paths to market, as they look to advance their innovations. Open innovation processes combine internal and external ideas together into platforms, architectures, and systems.

**Open Innovation:  
Research, Practices,**

*Page 15/26*

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**and Policies ...**

Henry W. Chesbrough  
is an assistant  
professor at Harvard  
Business School in  
Boston. He can be  
reached at [henry@chesbrough.com](mailto:henry@chesbrough.com). His book,  
"Open Innovation: The  
New Imperative for  
creating and Profiting  
from Technology"  
(Harvard Business  
School Press, 2003),  
provides a detailed  
description of the open  
innovation model.



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## **The Era of Open Innovation - MIT Sloan Management Review**

Chesbrough, who  
coined the term “Open  
Innovation” describes  
in his book “Open  
Innovation: The New  
Imperative for Creating  
and Profiting from  
Technology” (2003)  
how companies have  
shifted from so-called  
closed innovation  
processes towards a

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more open way of innovating.

Traditionally, new business development processes and the marketing of new products took place within the firm boundaries (Figure 1).

## **Open Innovation | Open Innovation - Keynotes ...**

The open innovation model that Chesbrough describes shows the necessity of letting

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ideas both flow out of the corporation in order to find better sites for their monetization, and flow into the corporation as new offerings and new business models. Finding the right balance and mechanisms for this situation to take place is critical.

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**Page i Open**  
*Page 19/26*

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Open Innovation:  
Researching a new  
paradigm (OUP 2006)  
was the first initiative  
to bring open  
innovation closer to the  
academic community.  
Open innovation  
research has since  
then been growing in  
an exponential way  
and research has  
evolved in different  
and unexpected  
directions.

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**New Frontiers in  
Open Innovation:  
Chesbrough, Henry**

- ...
1. Chesbrough, H.:  
Open Innovation: The  
New Imperative for  
Creat-ing and Profiting  
from  
Technology. Harvard  
Business School Press,  
Boston (2003) 2.  
Matheson, D ...

**Chesbrough H Open  
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Imperative for Creat**

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The open innovation paradigm can be interpreted to go beyond just using external sources of innovation such as customers, rival companies, and academic institutions, and can be as much a change in the use, management, and employment of intellectual property as it is in the technical and research driven

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generation of  
intellectual property.

**Open innovation -  
Wikipedia**

Open Innovation : The  
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Henry William  
Chesbrough (2006,  
Perfect) The lowest-  
priced brand-new,  
unused, unopened,  
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(where packaging is

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(applicable).

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Harvard Business  
School Press. 2003;  
Positions Held. At Haas  
since 2003 2005 -  
present, Adjunct  
Professor, Haas School  
of Business 2003 -  
present, Executive



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Director, Center for  
Open Innovation, Haas  
School of Business

## **Henry Chesbrough | Berkeley Haas**

Shell Launches Open  
Innovation Studio to  
Reimagine the Future  
of Work in Exploration  
AUSTIN, Texas , Sept.  
14, 2020 /PRNewswire/  
-- Studio X, a first-of-its-  
kind open innovation  
studio powered by  
Shell (NYSE: RDS),  
launched today with

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