



The Knowledge Enterprise : The Knowledge Enterprise: 2nd Edition (Series on Technology Management)

Edward Huizenga

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The Knowledge Enterprise is a unique second edition about mastering business innovation. Industry-leading companies reveal the secrets and lessons of transition leadership, the importance of customer engagement and the power of open innovation. Building on the success of the first edition, this book extensively develops the concept of the knowledge enterprise and business innovation.

The knowledge enterprise identifies the critical elements of the strategies and organisational dynamics relentlessly pushing all parts of the corporation towards breakthrough innovations. It is about mastering innovation as the driving force to make a difference to society, people and healthcare.

Where to play and how to win? Traditional approaches don't work. The book elaborates on the roadmap for future growth, the strategic choices and the change-provoking practices needed to realise the next level of company growth.

The second edition also reprises how the knowledge enterprise creates competences and assets that make the company distinctive to enter new business and markets.

The latest management thinking is integrated with intriguing, and entirely new, real-world examples. With vivid stories from leading companies like Royal DSM, High Tech Campus Eindhoven, Newtricious and Janssen Pharmaceutical companies of Johnson & Johnson, this edition reveals how to master business innovation and reinvent industry boundaries.

Readership: Managers, R&D directors, CEOs and industry professionals, academics, graduate students, researchers in the field of strategy, organisation and innovation management.

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