



## From Science to Business

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By Georges Haour

Palgrave Macmillan Okt 2010, 2010. Buch. Book Condition: Neu. 23.4x15.6x cm. Neuware - In what is often called the 'knowledge economy', two actors, universities and firms, play a leading role in creating new knowledge, products, services and jobs. Through efficient and smart partnering models, firms can now leverage their innovative capacity and access valuable knowledge and insights from Universities. Engaging in Knowledge and Technology Transfer activities has become a must for companies relying on innovation to develop and defend their market share. Following on from Resolving the Innovation paradox, this book documents the good practices world-wide for managing the three main channels for knowledge and technology transfer from universities and public laboratories to firms: collaborative research, licensing and spinning out start up companies. Beyond traditional partnerships models built around patents and technology, firms must source Universities' non technical knowledge, such as societal trends, business models, anthropological or geopolitical issues. Two additional transformational themes run across the book. First, massive innovation is required to move the world towards a more sustainable state. Second, China and India are fast emerging sources of innovations for the world. Looks at best practices in commercializing University Research and Development and intellectual assets through co-operating with...



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