The future of value creation and innovations: Aspects of a theory of value creation and innovation in a global knowledge economy

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Abstract

What enhances innovation and value creation in the global knowledge economy? We offer several answers here, chief among them this: Leaders need to move away from focusing on developing innovations and value within the mental models, systems, and organizational solutions of the old industrial economy, with its firm- and product-centric view of value. Instead, they need to focus on providing tailor-made products and services to the newly connected and interconnected customer. They can do this with individualized immediate feedback, a new organizational logic, and new cooperating structures.
Keywords
Information; Communication; Innovation; Value creation; Global competence clusters; Front-line focus; New organizational logic; New cooperating structures

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