



Open Innovation Essentials for Small and Medium Enterprises: A Guide to Help Entrepreneurs in Adopting the Open Innovation Paradigm in Their Business

By Luca Escoffier, Adriano La Vopa, Phyllis Speser, Daniel Stainsky

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Small and Medium Enterprises (SMEs) have to approach open innovation differently than large companies. This practical guide on open innovation is expressly for entrepreneurs and managers in SMEs. The authors provide strategies, techniques, and tricks of the trade enabling SMEs to practice open innovation systems profitability and enhance the long-term value of their company. Included are tools such as brokers, auctions, crowdsourcing, technology transfer, and spin-ups, making it useful for people already in business, starting businesses, or seeking supplemental material for courses.

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