



Innovation Intelligence. Commoditization. Digitalization. Acceleration. Major Pressure on Innovation Drivers.

By Albert Meige

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To innovate, companies must combine multiple and disparate areas of knowledge outside of their core businesses, and they must do it faster and faster. Accessing knowledge and talent has never been so easy and so difficult at the same time. It is easy, because new tools facilitate the task. It is difficult, because it requires finding the needle in the haystack. The problem is that the haystack is growing and the needle must be found more and more quickly. In this book, the authors provide an up-to-date overview of recent, disruptive trends that induce changes in the way large companies deal with innovation. Special attention is given to the impact of the digital wave. The book was written after approximately 40 interviews with the Chief Technology Officers and Chief Innovation Officers of large international companies such as Airbus Group, Danone, Total, and Faurecia, among others.

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