
Preface

Innovation is one of the key economic factors for society's progress. Technology-based corporations are important drivers of innovation. Global competition forces them to be constantly successful with their innovative activities. Companies that fail in their innovative efforts will be pushed out of the market, frequently, when others come up with better solutions. To successfully and sustainably innovate, companies need concepts and tools for assessing their innovative activities.

Even though academic research provides such concepts and tools, many of them are not in use in corporate reality. Corporations frequently use their own concepts and tools. However, they usually do not report about their successful concepts.

Valuing corporate innovation is of utmost importance for any technology-based cooperation. We aim to bridge the gap between theory and practice in this area. We not only discuss current academic research in selected fields but also present case studies carried out at Siemens; these provide detailed insights into approaches and tools that are applied in practice. In doing this, we hope to foster closer cooperation between academia and the corporate world. Each can learn from the other, and we believe that this learning experience is inspiring and valuable for both sides.

We want to express our sincere thanks to everybody who contributed to this book: the authors of the three parts, Dr. Peter Schäfer, Dr. Christopher Scheubel, and Friedrich Walcher, researchers at Technical University of Munich, as well as Philipp Bierschneider, Holger Gierse, Dr. Ralf Hermann, Ulrich Wöhrle, and Michael Wokusch, experts at Siemens AG.

Our further thanks go to Willibald Fischer, Stefan Jung, Sonja Neidhardt, Dr. Hans Rauner, Prof. Dr. Klaus Riedle, Prof. Dr. Jörg Sauerbrey, and Stefan Schardt, all of whom supported us greatly in developing this book.

Munich, Germany
Munich, Germany
March 2017

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Valuing Corporate Innovation
Strategies, Tools, and Best Practice From the Energy
and Technology Sector
Friedl, G.; Kayser, H.J. (Eds.)
2018, IX, 114 p. 30 illus., 2 illus. in color., Hardcover
ISBN: 978-3-319-64863-7