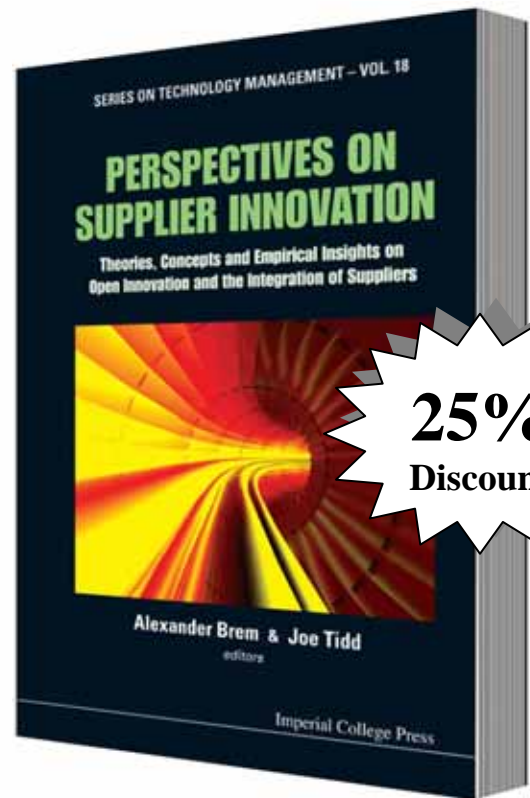


Series on Technology Management - Vol. 18

# PERSPECTIVES ON SUPPLIER INNOVATION

Theories, Concepts and Empirical Insights on Open Innovation and the Integration of Suppliers

edited by **Alexander Brem** (*University of Erlangen-Nuremberg, Germany*) & **Joe Tidd** (*University of Sussex, UK*)



**25%  
Discount**

Hardly anybody outside a company knows its products and processes better than its suppliers. Research confirms that intensive integration of suppliers in the value creation process positively influences the success of the company, particularly in highly competitive industries. This is a result of the progressing reduction in the depth of value creation of manufacturers and the increasing transfer of know-how towards suppliers. In multilevel business-to-business relationships, suppliers often have the best or the only access and comprehensive knowledge about the end users. Therefore, suppliers determine the scope of possible innovations, which most companies do not actively use.

This unique volume provides a comprehensive overview of theories, concepts and especially empirical results on open innovation and the integration of suppliers. For this, authors from all over the world present their latest research results offering fascinating insights into collaborative approaches with suppliers.

**Readership:** Students and researchers who are interested in technology and innovation management.

550pp (approx.)  
978-1-84816-899-2

Apr 2012  
~~US\$168~~ — £111  
**US\$126**    **£83.25**

\* Available in April 2012  
\*\* Available elsewhere in July 2012

#### Key Features:

- Includes latest research from leading academics in the field
- Discusses all relevant aspects of supplier innovation
- Provides international approach with contribution from all over the world

#### Contents:

- Introduction
- Theories and Concepts of Open Innovation and the Integration of Suppliers
- Empirical Findings Based on Quantitative Research
- Insights from Case Study Research
- Summary and Future Directions

**25% Discount till 30-March-2012** by indicating discount code **AUT0112**  
Order your copy at <http://www.icpress.co.uk/business/p852.html>

