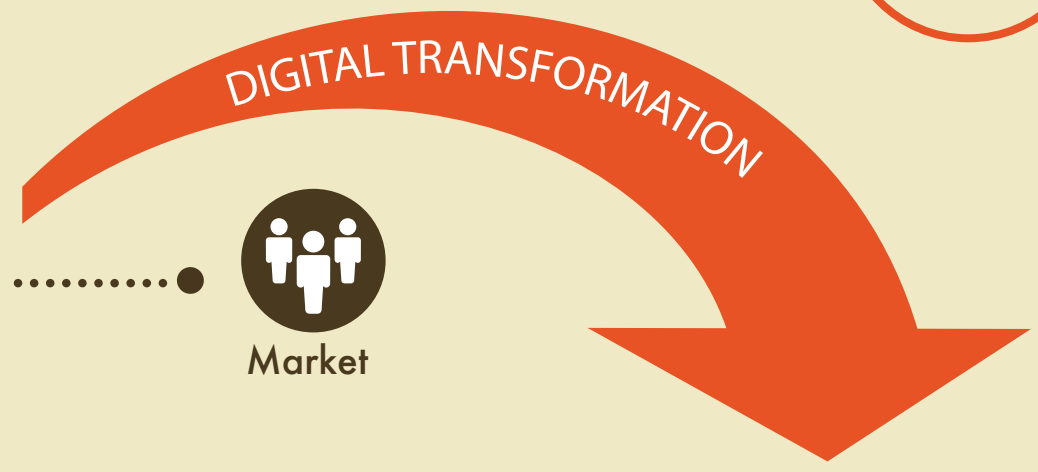
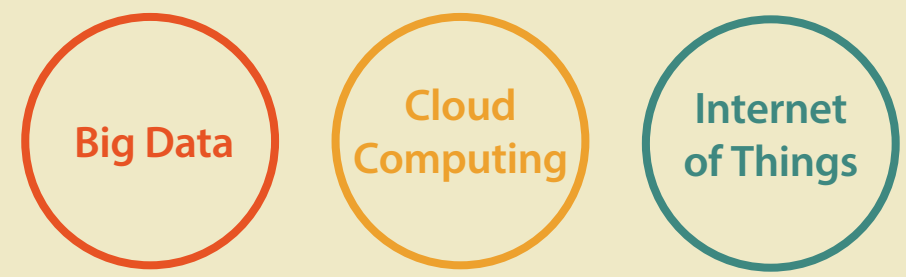




MODELLO CLOSED INNOVATION

Knowledge as a source of competitive advantage



KNOWLEDGE AS A COMMODITY
 From competitive advantage in the production of knowledge to the ability to apply it to the firm's specific markets, thanks to a proper institutional and legal framework

How knowledge is shared

Sharing Economy of Innovation is the title of the second event by BREWE (Bocconi research for Europe and the world), on 23 October. While in the past companies insisted on proprietary forms of knowledge, such as patents, today an increasing number of firms is choosing to share its knowledge openly. This moves competition downstream, where innovation is created for specific markets. Research findings on this topic (trends, corporate strategy and legal context) will be followed by a panel discussion on policy.

www.unibocconi.eu/brewe

by Alfonso Gambardella @ Infographics by VAS

SHARING ECONOMY OF INNOVATION

