



**Corporate R&D labs are opening their doors collaborating with suppliers and customers...and tapping networks of scientists and entrepreneurs for the world's best ideas." —Business Week**

## Special Report on Open Innovation Practices

As firms increasingly turn to external sources and partnerships to generate new ideas and products, Open Innovation has become the cornerstone of corporate growth initiatives.

But with Open Innovation comes a whole new set of challenges - and rules. When does it make sense to partner versus acquire or license? How do you scout, find and qualify the best ideas and technologies? What IP do you share? What do you protect? How do you measure the return on investment? What are the long-term ramifications for your value chain position?

To provide a real-world, practical guide to implementing Open Innovation, Management Roundtable is pleased to announce a new **Special Report on Open Innovation Practices**. This Report presents exclusive insights and implementation advice from leading experts and experienced industry practitioners.

### The Special Report includes:

- Expert views on effective strategies and business models
- Frameworks for scouting new technologies and finding/selecting/managing external partnerships
- Examples and advice from **Clorox, Air Products, Cisco Systems, Palm, Boeing, Affymetrix**, and more
- Recommendations on managing intellectual property, structuring joint development agreements, and other legal considerations
- Metrics and models for assessing the financial performance of Open Innovation projects
- Recommended further resources, including contact information
- Slides and presentation materials which can be used for internal reports and meetings

### Overall, you will receive information and examples to help:

- Generate economic value from co-development and co-innovation
- Commercialize knowledge and ideas outside your own business model
- Create shared ownership and accountability in partnerships
- Expand into new markets and tap new opportunities around the world
- Achieve product breakthroughs with external partners



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