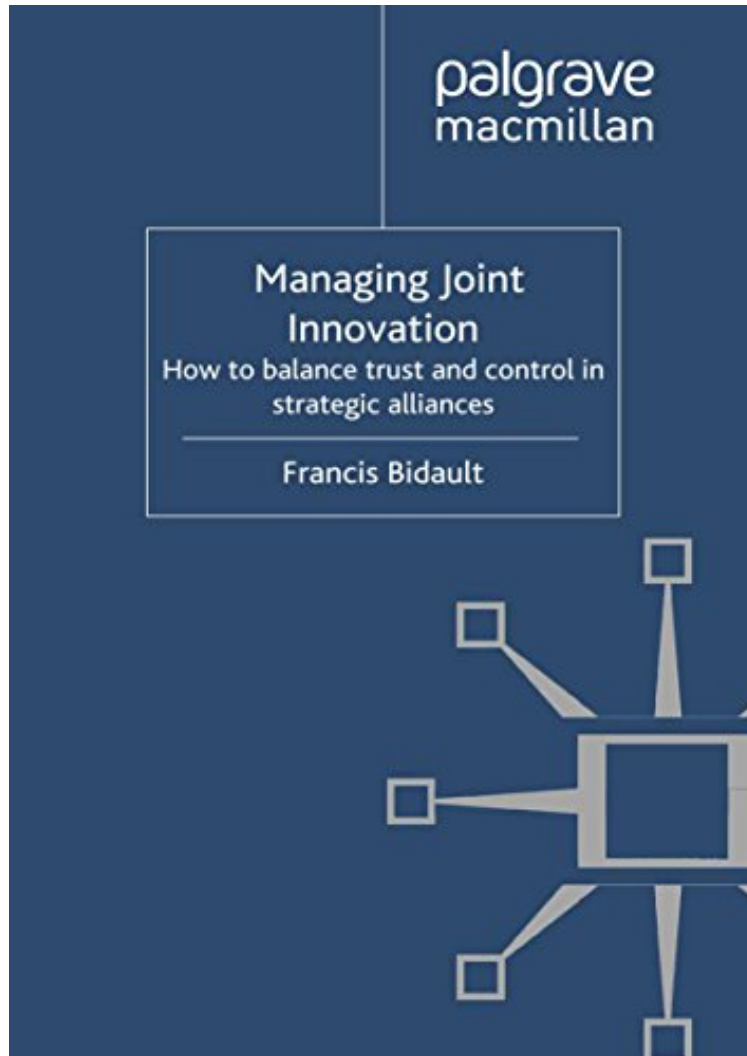


Managing Joint Innovation: How to balance trust and control in strategic alliances

F. Bidault

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F. Bidault : Managing Joint Innovation: How to balance trust and control in strategic alliances before purchasing it in order to gauge whether or not it would be worth my time, and all praised Managing Joint Innovation: How to balance trust and control in strategic alliances:

'Open Innovation' is good up to a certain point, past a certain level, however, it becomes extremely dangerous. It is crucial therefore that a company's 'sweet spot', the optimum point where open innovation is beneficial, is found before it becomes hazardous. Using strong research Francis Bidault guides the reader through this innovation journey.

About the Author FRANCIS BIDAULT is a professor at ESMT European School of Management and Technology. Before joining ESMT, he was a professor of strategy and innovation management at Theseus Institute. Prior to that, he served on the faculty of IMD and EM Lyon. His areas of expertise cover industry analysis, the management of alliances and the management of innovation. He has been a consultant to numerous organizations including IBM Services, Philips Semiconductors, Bosch Power Tools, Baxter Renal, France Teacute;leacute;com, Electriciteacute; de France, ST Microelectronics, EADS, Volvo, and TCL in such areas as strategy formulation and organizational structure, industry analysis and forecasting, and product innovation. Francis Bidault was recruited as a member of the jury on the international innovation award at PriceWaterhouseCoopers in January 2000.