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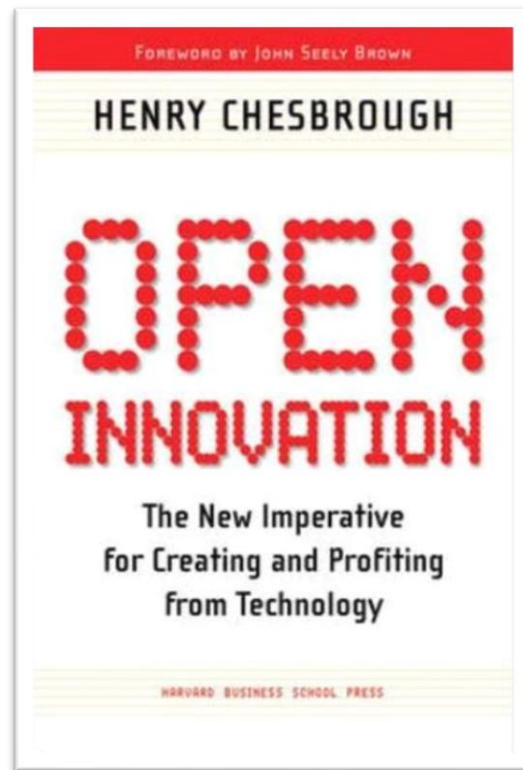
Contratos nos modelos de negócios abertos baseado nos trabalhos de Henry Chesbrough



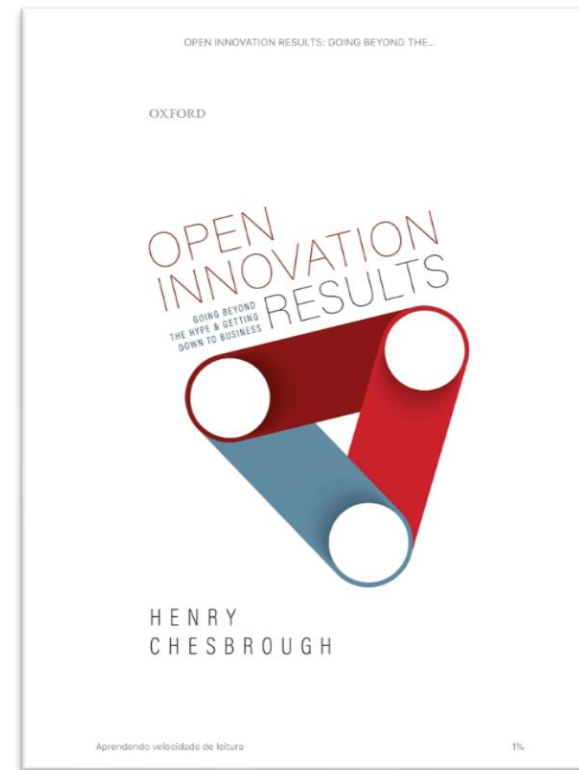
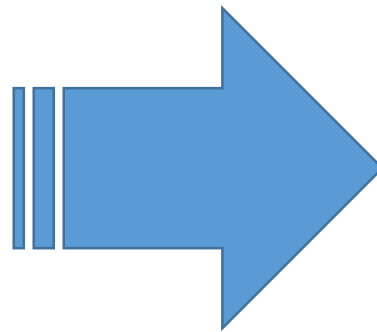
Pró-Reitoria de Pesquisa, Pós-Graduação e Inovação

HOTMILK
ECOSSISTEMA DE INOVAÇÃO PUCPR

Open Innovation – Henry Chesbrough



Chesbrough, 2003



Chesbrough, 2020

Pesquisa do
Termo “Open
Innovation” no
Google –

2003 – 200
páginas de link

2020 – 600
milhões páginas
de link

Um paradigma de Open Innovation (2006)

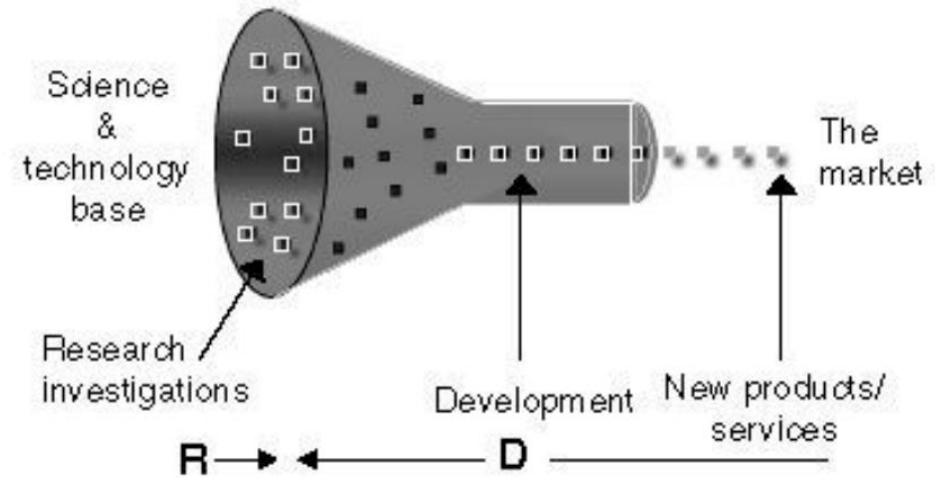


Figure 1.1. The current paradigm: a Closed Innovation model

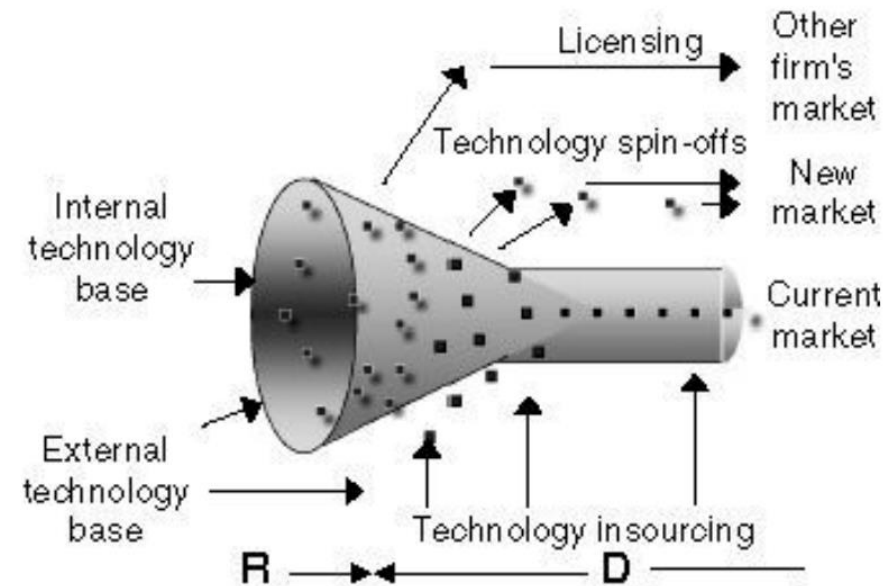


Figure 1.2. An Open Innovation paradigm

Classificação dos Modelos de Open Innovation (2020)

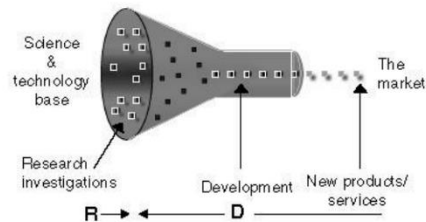


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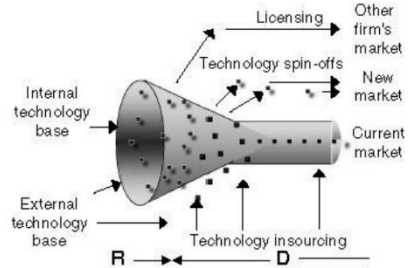


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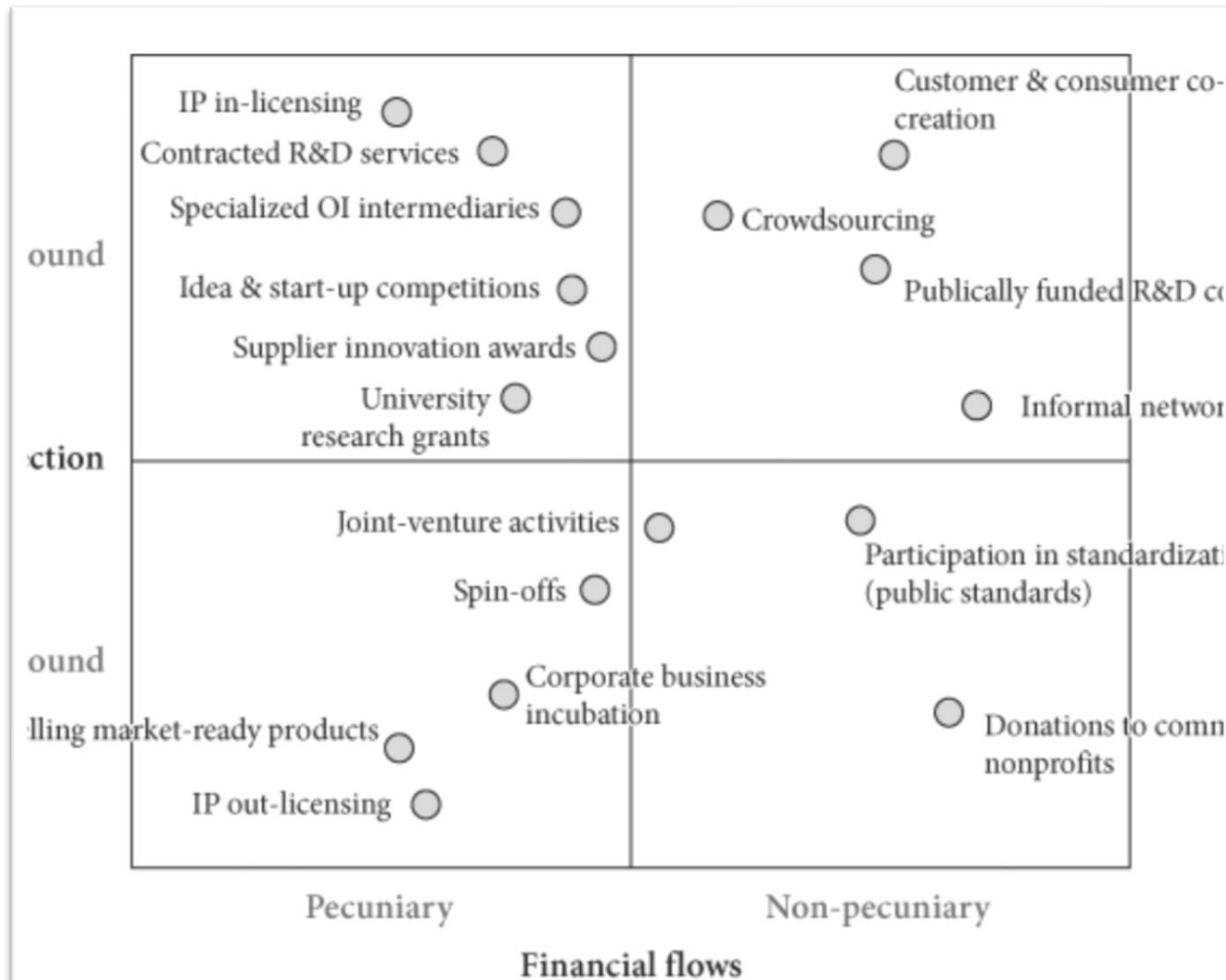


Figure 4.1 Classification of modes of Open Innovation

Importância de práticas internas em Open Innovation (2020)

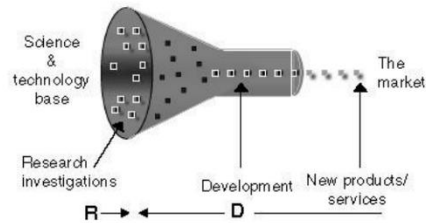


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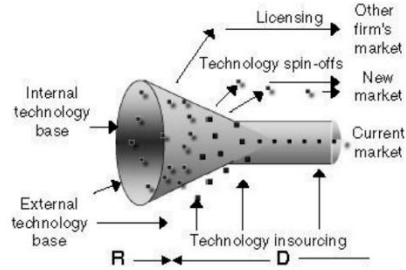


Figure 1.2. An Open Innovation paradigm

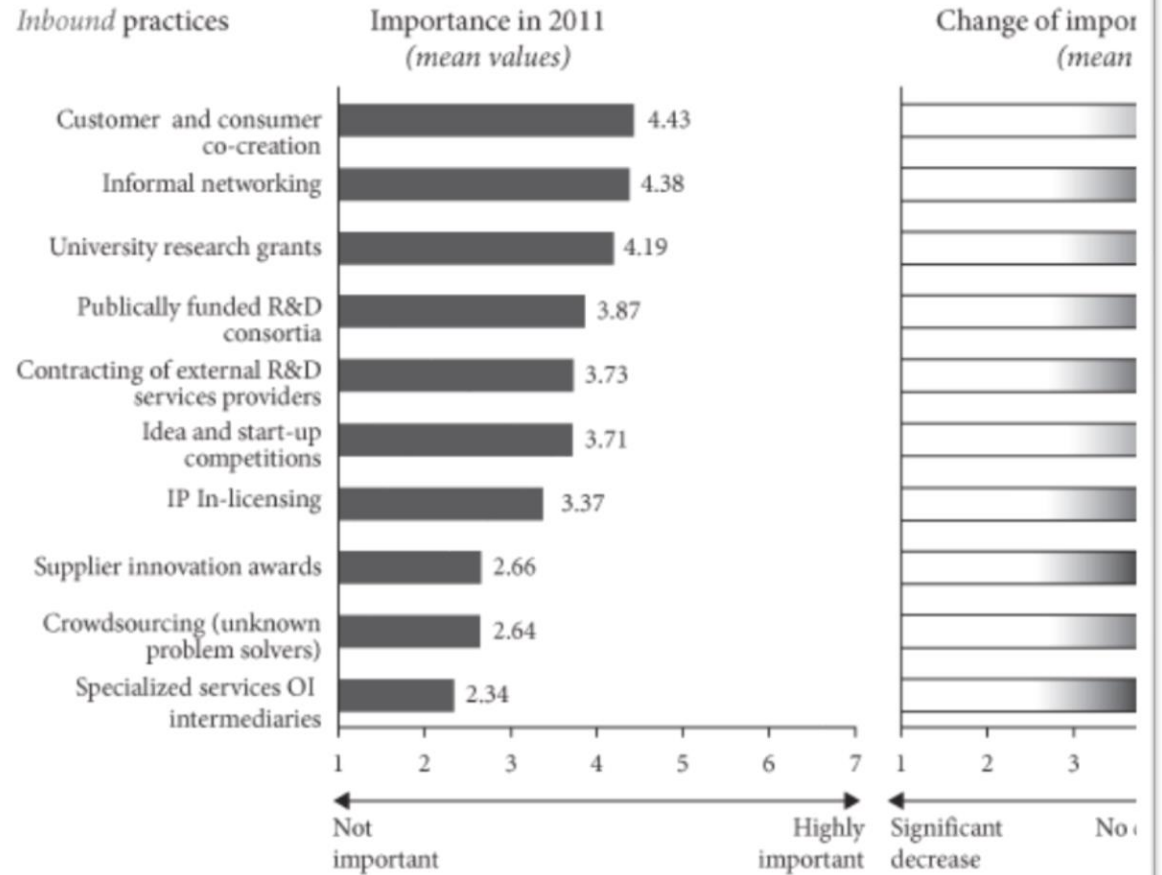


Figure 4.2 Inbound practices: importance in 2011 and change 2008–11

Importância de parceiros para a Open Innovation (2020)

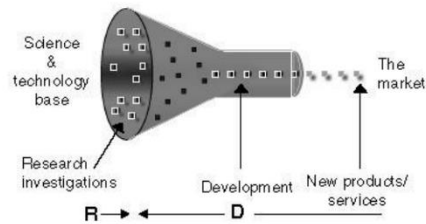


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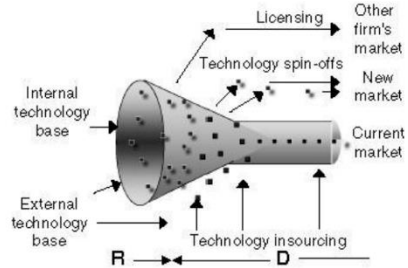


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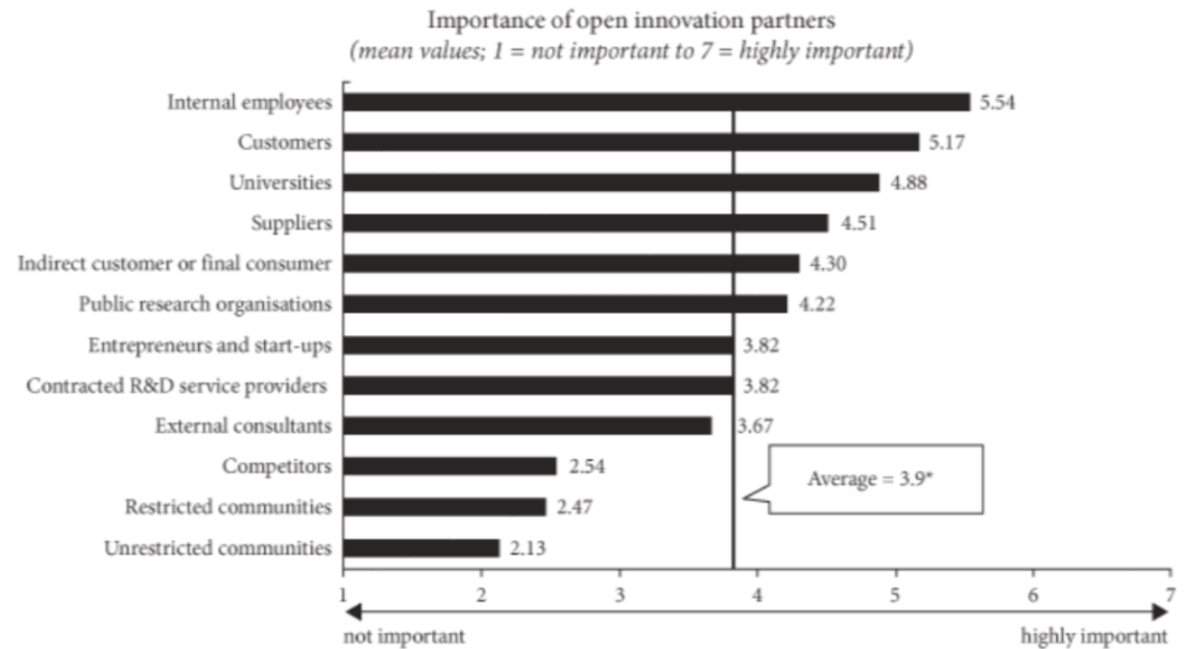


Figure 4.4 The importance of various Open Innovation partners

Desafios no engajamento para a Open Innovation (2020)

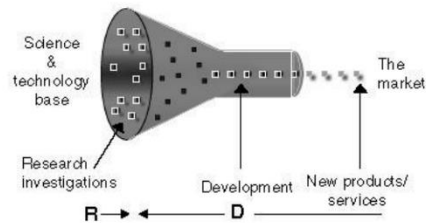


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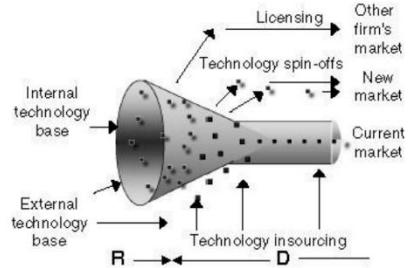


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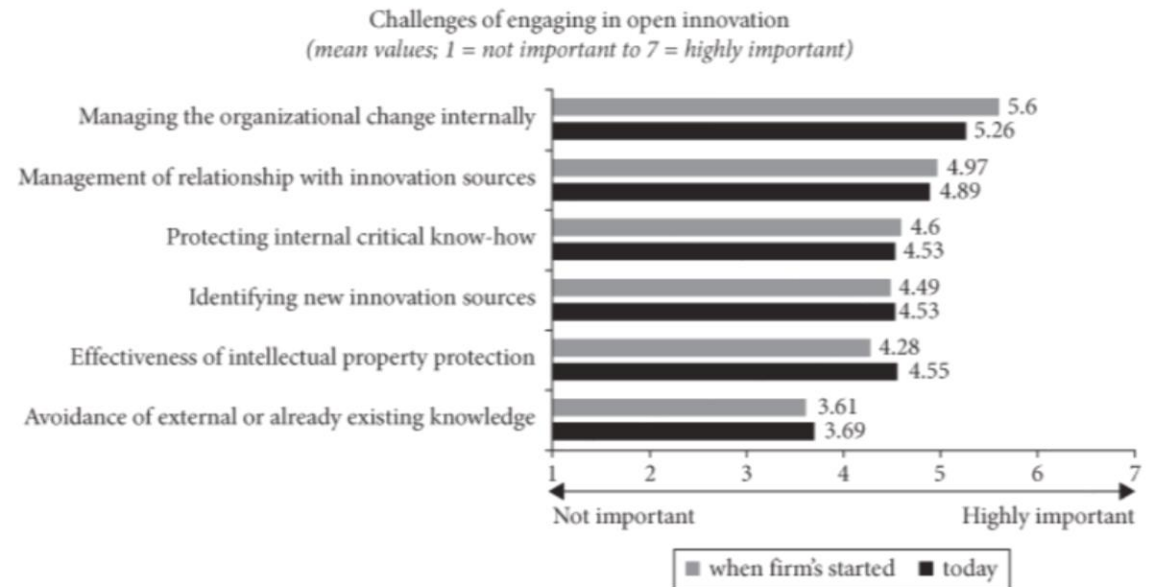


Figure 4.5 Challenges when engaging in Open Innovation: at start and today

Desafios nas faces da Open Innovation (2020)

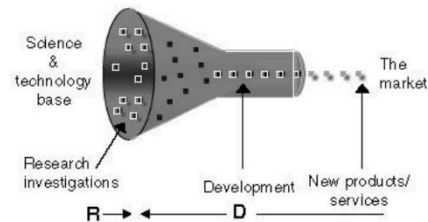


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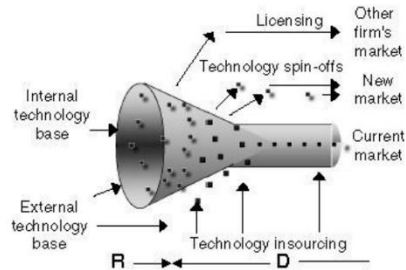


Figure 1.2. An Open Innovation paradigm

These three facets of innovation form the conceptual underpinnings throughout the book:

- 1) Innovation Generation—the facet through which organizations discover and develop novel products, services, and processes.
- 2) Innovation Dissemination—the facet in which these discoveries move throughout the larger organization (or society), from the laboratory through to the marketplace, from the front end innovation group to the back end business unit.
- 3) Innovation Absorption—the facet which takes the generated, disseminated inputs from the organization (or society) and puts them to work, embedding the innovation in an organizational unit and business model that can deliver, scale, and sustain the innovation.

Desafios nas faces da Open Innovation (2020)

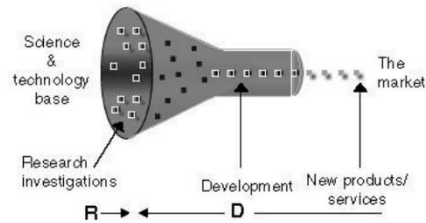


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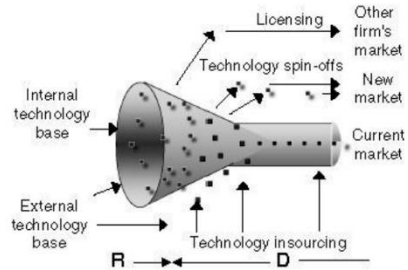


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Importância das Práticas Externas para a Open Innovation (2020)

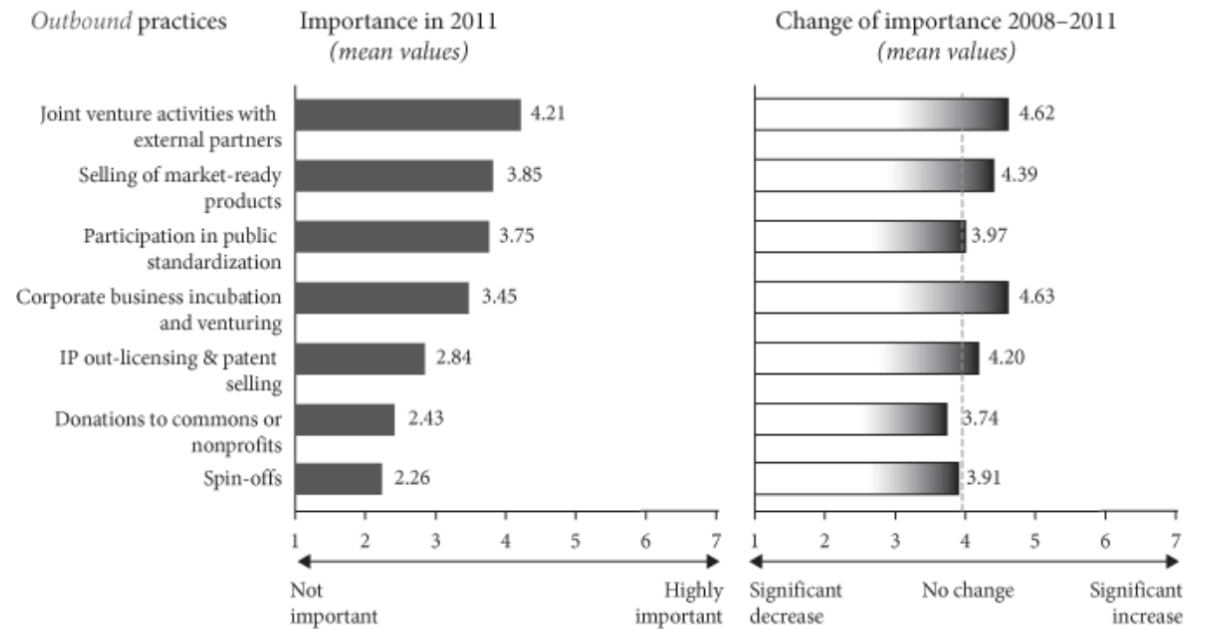
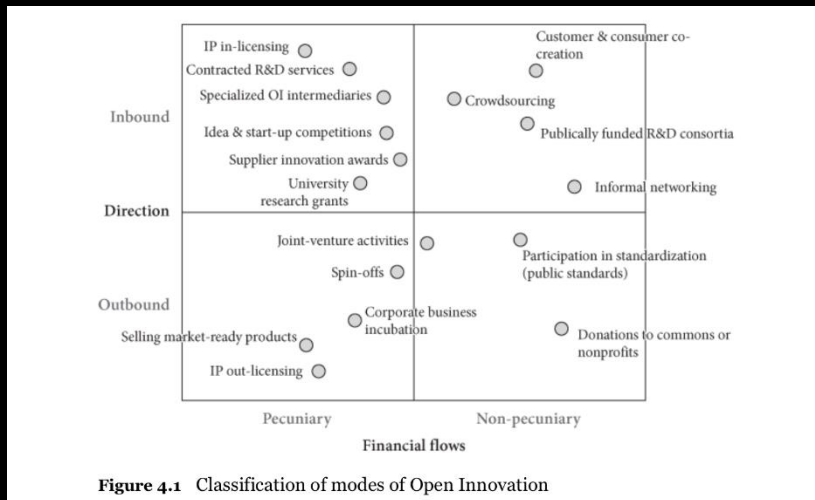


Figure 4.3 Outbound practices: importance in 2011 and change of importance 2008-11



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Referências:

CHESBROUG, Henry. Open Innovation: The New Imperative for Creating and Profiting from Technology. Harvard Business School Press, 2006.

CHESBROUG, Henry. Open Innovation Results: Going beyond the hype and getting down business. Oxford University Press, 2020.

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Obrigado!
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