

Global Innovation in Emerging Economies

Prasada Reddy

Routledge Studies in Innovation, Organizations and Technology Series

HB ISBN 978-0-415-87966-8 | Dec 2010 | 256pgs | \$105.00 \$84.00

In recent decades, there have been significant changes in the way corporate innovation activities are performed. They include changes in the innovation process, flexibility to outsource certain innovation activities, and by far, the most important one, wider choice in the location of innovation. What caught the most attention is the trend towards globalization of research and development (R&D) and thereby performance of innovation activities away from the home countries.

The main concerns relate to the two new trends: First, the multinational corporations (MNCs) locating strategic innovation activities in some countries outside the industrialized world, which can be referred to as 'emerging economies'; and Second, since 2000, some companies from the emerging economies have started entering the global markets with innovative products and services, developed through their own R&D. Both these new developments have managerial implications for companies and policy implications for the host countries (where such R&D is performed), as well as for the home countries of the companies. Further, innovative products and services resulting from R&D activities in emerging economies seem to better address the needs of consumers at the bottom-of-the-pyramid in other developing countries. This book explores and analyzes these issues.

This research presented in *Global Innovation in Emerging Economies* is applicable to both the industrialized and developing worlds, although from different perspectives – the former would like to prevent relocation of R&D from their countries, and the latter want more of R&D-related investments.

Global Innovation in Emerging Economies

Prasada Reddy



Routledge Studies in Innovation, Organizations and Technology

Prasada Reddy is a faculty member at the Research Policy Institute, Lund University, Sweden. He also worked at the Centre for Entrepreneurship, University of Oslo. He has been a consultant to several multilateral organizations. His broad areas of work include: foreign direct investments, industrialization, innovation and intellectual property rights.

Table of Contents:

1. Introduction
2. Global Business Environment
3. Globalization of Innovation – A Conceptual Framework
4. Innovation Environment in Emerging Economies
5. Global Innovation in India
6. Global Innovation in China
7. Global Innovation in Brazil
8. Global Innovation in South Africa
9. Implications for Innovation Systems
10. Innovations in Emerging Economies: Implications for Other Developing Countries (South-South Dimension)
11. Summary and Conclusions

For ordering information outside of North or South America,
please call +44 (0) 1235 400524 Fax +44 (0) 2070 176699 or visit <http://www.routledge.co.uk>

ORDER FORM

Name _____

Institution _____

Address _____

Telephone _____

E-Mail _____

UK & ROW ORDERS

Tel: 01235 400524
Fax: 020 7017 6699
www: www.routledge.com
Email: book.orders@routledge.co.uk
Post: Gemma Walker, Taylor and Francis
 FREEPOST
 200 Milton Park, Abingdon Oxon
 OX14 4TA

US & Canada ORDERS

Tel: Toll Free: 800-634-7064
Fax: 800-248-4724
www: www.routledge-ny.com
Email: cserve@routledge-ny.com
Post: Taylor & Francis Books
 Dept: Textbook Customer Service
 7625 Empire Drive, Florence, KY 41042

****Shipping and Handling**
US: \$5.99 first book
 \$1.99 each additional book
Canada
 Ground: \$7.99 first, \$1.99 additional
 Expedited: \$15.99 first, \$1.99 additional
Latin America
 Airmail: \$44.00 first, \$7.00 additional
 Surface: \$17.00 first, \$2.99 additional

**** Sales Tax**
 Residents of AZ, CA, CO, CT, FL, GA, IL, IN, KY, MA, MD, ME, MO, NJ, NY, PA, TN, TX, UT, VA please add local sales tax.
 Canadian residents please add 5% GST.

For information on Shipping / Handling and Sales Tax on orders placed in the UK or Rest of the World please visit:
<http://www.routledge.co.uk/info/shipping>

We request all individual orders be pre-paid. Please include shipping charges and taxes, if applicable. Please pay in US dollars by check or credit card:

- I have included my check or money order for the full amount due, made out to **Taylor & Francis**
- Charge my credit card: MasterCard VISA American Express

Account #

Expiration date: / (Month / Year)

Signature: _____

Order invalid without signature



Prices are subject to change without notice.

Qty	TITLE	ISBN	PRICE	TOTAL
	Global Innovation in Emerging Economies	978-0-415-87966-8	\$84.00	

Subtotal	
Tax	
Shipping: (over \$35 FREE shipping for US & Canada)	
Total:	

Routledge is pleased to offer **FREE** Shipping and Handling on Web orders over UK £20 and US \$35

For online ordering and book information, please visit our website at <http://www.routledge.com> 20% code **ERJ92**

- If you wish to receive emails from Routledge with details of new and forthcoming titles, special offers or other relevant marketing materials, please check the box and provide us with your email above.