

Global Innovation in Emerging Economies

Prasada Reddy

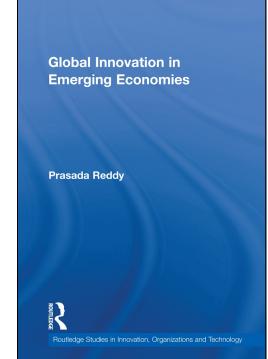
Routledge Studies in Innovation, Organizations and Technology Series

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.



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 or	R FORM utside of North or South Ar		outledg
please call +44 (0) 1235 400524 Fax +44 (0			dge.co.uk
Name Institution	UK & ROW ORDERS Tel: 01235 400524 Fax: 020 7017 6699 www: www.routledge.com ⊕ Email: book.orders@routledge.co Post: Gemma Walker, Taylor and FREEPOST 200 Milton Park, Abingdon OX14 4TA	d Francis	
Telephone E-Mail **Shipping and Handling** Sales Tax	US & Canada ORDEI ■ 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 7625 Empire Drive, Florence	Service	
US: \$5.99 first bookResidents of AZ, CA, CO, CT, FL, GA, IL, IN, KY, MA, MD, ME, MO, NJ, Ground: \$7.99 first, \$1.99 additional Expedited: \$15.99 first, \$1.99 additional Latin AmericaResidents 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 / on orders placed in the UK or please visit: http://www.routledge.co.uk/	Rest of the Wor	
We request all individual orders be pre-paid. Pleas Please pay in US dollars by check or credit card: I have included my check or money order Charge my credit card: MasterCa Account #	for the full amount due, made on the full amount due, full amount due, full amount due, made on the full amount due, full amount due	out to Taylor & prican Express	
	der invalid without signature*		$1 \wedge \wedge$
Qty TITLE	ISBN	PRICE	
Global Innovation in Emerging Economies	978-0-415-87966-8	\$84.00	

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.