

CHAPTER 4

INTEGRATING INTERNAL AND EXTERNAL RESOURCES



Internet Activity: Open Innovation

Traditionally innovation took place within firms with little collaboration between companies. Open innovation refers to the increasing trend of developing ideas separately from the traditional firm.

<http://www.openinnovation.eu/openinnovatie.php>

Review the interview with Graham Cross, Collaborative Innovation Director at Unilever. What was the attitude of Unilever to innovation in the past and how has it changed with the advent of Open Innovation?

<http://www.openinnovation.eu/interviewgrahamcross1.php>