

1. Record Nr.	UNINA9910420942003321
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Titolo	The Innovation revolution in agriculture : a roadmap to value creation / / edited by Hugo Campos
Pubbl/distr/stampa	Springer Nature, 2021 Cham : , : Springer International Publishing : , : Imprint : Springer, , 2021
ISBN	3-030-50991-5
Edizione	[First edition, 2021.]
Descrizione fisica	1 online resource (xix, 234 pages) : colour illustrations; digital, PDF file (s)
Disciplina	630
Soggetti	Agriculture Management Industrial management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Foreword -- The Quest for Innovation: Addressing User Needs and Value Creation -- Productivity in Agriculture for a Sustainable Future -- Open innovation and value creation in crop genetics -- Rethinking adoption and diffusion as a collective social process. Towards an interactional perspective -- Development of Sustainable Business Models for Innovation in the Swedish Agri-sector - Resource-effective Producer or Stewardship-based Entrepreneur? -- Innovating at marketing and distributing nutritious foods at the Base of the Pyramid (BoP) - Insights from 2SCALE, the largest incubator for inclusive agribusiness in Africa -- Innovation and the quest to feed the world -- Digital Technologies, Big Data, and Agricultural Innovation -- Index.
Sommario/riassunto	This open access book is an important reframing of the role of innovation in agriculture. Dr. Campos and his distinguished coauthors address the need for agriculture to feed a growing global population with a reduced environmental footprint while adapting to and mitigating the effects of changing climate. The authors expand the customary discussion of innovation in terms of supply driven R&D to focus on the returns to investors and most importantly, the value to end-users. This is brought to life by exploring effective business

models and many cases from agricultural systems across the globe. The focus on converting the results of innovation in R&D into adoption by farmers and other end-users is its greatest contribution. Many lessons from the book can be applied to private and public sectors across an array of agricultural systems. This book will be of enormous value to agri-business professionals, NGO leaders, agricultural and development researchers and those funding innovation and agriculture across the private and public sectors. Tony Cavalieri, Senior Program Officer, Bill & Melinda Gates Foundation Hugo Campos, Ph.D., MBA, has 20+ years of international corporate and development experience. His distinguished coauthors represent a rich collection of successful innovation practice in industry, consultancy, international development and academy, in both developed and developing countries.”.
