

1. Record Nr.	UNINA9910463104703321
Titolo	Open innovation in the food and beverage industry / / edited by Marion Garcia Martinez
Pubbl/distr/stampa	Oxford ; ; Philadelphia : , : Woodhead Publishing, , [2013] ©2013
ISBN	0-85709-724-5
Descrizione fisica	1 online resource (438 p.)
Collana	Woodhead Publishing series in food science, technology and nutrition, , 2042-8049 ; ; number 243
Altri autori (Persone)	Garcia MartinezMarion
Disciplina	664.0068/4
Soggetti	Diffusion of innovations Food industry and trade - Technological innovations Research, Industrial - Management Technological innovations - Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Open innovation in the food and beverage industry; Copyright; Contents; Contributor contact details; Woodhead Publishing Series in Food Science, Technology and Nutrition; Foreword by J. Hyman; Foreword by W. H. Noordman and E. M. Meijer; 1 Trends in the acquisition of external knowledge for innovation in the food industry; 1.1 Introduction; 1.2 Reasons for open innovation in the food industry; 1.3 Measuring open innovation in the food industry; 1.4 Sources and types of data; 1.5 Results of the open-innovation study; 1.6 Conclusions; 1.7 Acknowledgements; 1.8 References 1.9 Appendix: concordance between agri-food technological sectors and International Patent Classification (IPC) 2 The tension between traditional innovation strategies and openness: Lindt's controlled open innovation approach; 2.1 Introduction; 2.2 Literature review; 2.3 Research method for Lindt case study; 2.4 Open and closed innovation at Lindt; 2.5 Lindt's open-innovation approach in practice: the innovation project Noccior; 2.6 Results of controlled open innovation in the Lindt case; 2.7 Conclusions; 2.8 References

3 The role of open innovation in the industry convergence between foods and pharmaceuticals3.1 Introduction; 3.2 A brief literature review on industry convergence; 3.3 Convergence-related challenges and the role of open innovation; 3.4 Evidence for industry convergence between foods and pharmaceuticals; 3.5 Open innovation in order to cope with convergence in the neutraceuticals and functional foods (NFF) sector; 3.6 Conclusion; 3.7 Future trends; 3.8 References; 4 Accelerating the innovation cycle through intermediation: the case of Kraft's melt-proof chocolate bars; 4.1 Introduction
4.2 From research to search in company innovation4.3 Key capabilities in open innovation; 4.4 From idea-driven innovation to need-driven innovation; 4.5 Case study: melt-proof chocolate bars from Kraft; 4.6 Conclusions; 4.7 Future trends; 4.8 References; 5 The impact of open innovation on innovation performance: the case of Spanish agri-food firms; 5.1 Introduction: the agri-food sector and innovation; 5.2 How innovative are Spanish agri-food firms?; 5.3 Measuring open innovation in Spanish agri-food firms; 5.4 The effect of openness on the innovative performance of firms; 5.5 Conclusions
5.6 References6 Partnering with public research centres and private technical and scientific service providers for innovation: the case of Italian rice company, Riso Scotti; 6.1 Introduction; 6.2 The role of private technical and scientific service (TSS) providers: advantages and limitations; 6.3 The role of universities and public research centres: advantages and limitations; 6.4 Riso Scotti case study; 6.5 Conclusions and managerial implications; 6.6 References; 7 Consumers as part of food and beverage industry innovation; 7.1 Introduction
7.2 Understanding food and beverage consumers and their world

Sommario/riassunto

Food and beverage companies are increasingly choosing to enhance internal idea development by pursuing an 'open innovation' approach, allowing the additional exploitation of external ideas and paths to market. Drawing on a range of important case studies, Open innovation in the food and beverage industry investigates the challenges and opportunities afforded by the incorporation of open innovation into the food industry. Part one provides a comprehensive overview of the changing nature of innovation in the food and drink industry, acknowledging trends and considering the implications an
