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Sommario/riassunto	Hauptbeschreibung Henry Chesbrough - the Harvard professor and a worldwide expert for Open innovation - has stated that ""most innovations fail. And companies that don't innovate die."" In Germany only less than 0.5 % ideas pursuing by industrial companies has led to a success. The question being addressed is how companies can drive innovations effectively and efficiently to create new growth opportunities, particularly in this difficult time due to the global economic crisis. These challenges could be captured by driving radical innovations using open innovation methodology. Radical