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Sommario/riassunto	Innovation - the process of obtaining, understanding, applying, transforming, managing and transferring knowledge - is a result of human collaboration, but it has become an increasingly complex process, with a growing number of interacting parties involved. Lack of innovation is not necessarily caused by lack of technology or lack of will to innovate, but often by social and cultural forces that jeopardize the cognitive processes and prevent potential innovation. This book focuses on the rule of social capital in the process of innovation: the social networks and the norms; values and attit