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Nota di contenuto	Practices, Methods and Tools for Effective Innovation Management and New Product Development in European Settings -- Innovation Management and New Product Development in the Digital Age -- Innovation and its Management in the Public Sector -- Forms of Open Collaboration and Technology Valorisation from a European Perspective -- Performance of, and Challenges for, European SMEs -- Techno-Entrepreneurship in Europe -- European National Innovation Systems -- Implications of Brexit and Endogenous Economic Policies on Innovative Capabilities.
Sommario/riassunto	This book covers European perspectives on innovation management, including new product and service development, due to the inherent variety of socio-economic perspectives and institutional settings in Europe. The numerous settings and differing perspectives explored in the chapters exemplify diversity, which ultimately leads to enhancing innovation. Understanding such unique approaches will enable

companies, universities and other actors to more effectively create innovative products and services, and policy makers to effectively stimulate growth and innovation. The fragmented, distributed economies in Europe also put a strong focus on internationalisation, including innovation management, new product and service development, even within the internally open market of the European Economic Area. European Perspectives on Innovation Management will be of help to researchers, managers, entrepreneurs, practitioners and students working on innovation management and practices embedded in national and regional innovation systems, thus fostering a more innovative Europe.
