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Altri autori (Persone)	QuoniamLuc
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Organisation -- Competitive intelligence 2.0 : a three-dimensional relationship -- Management 2.0 -- Sustainable development 2.0 : seeking for "the creation of shared values" -- Corporate education and web 2.0 -- Marketing 2.0 -- Innovation -- Parallax : a mindset 2.0 -- Competitive intelligence 2.0 tools -- Patent information 2.0, technology transfer, and resource development -- Industrial property : competitive weapon 2.0 (case study of Tenofovir) -- Innovation, serendipity 2.0, filing patents from biomedical -- Literature exploration -- Processing business news for detecting business innovation strategies -- Information property and liability in the 2.0 -- Territory and organisational reputation 2.0 -- Triple helix and territorial intelligence 2.0 -- Regional development 2.0 -- Government strategies of territorial intelligence 2.0 : support to SMEs-TPE -- University : catalyst for the implementation of competitive intelligence 2.0 in Africa (case study of Nigeria).
Sommario/riassunto	The recent "concept of 2.0", a consequence of "Web 2.0", discusses the emergence of a new style, emancipated from the Web, which finds applications in all areas of social activity: management, innovation,

education , organization, territory, etc.This book considers the implications of the changing paradigm for competitive, economic and territorial intelligence applied to innovation, value creation and enhancement of territories. Competitive intelligence is therefore in the ""2.0"" and its values: perpetual beta, user-generated content, social relations, etc., horizontality, a renewed le
