



Innovation and Creativity: Pillars of the Future Global Economy

Filip De Beule, Ysabel Nauwelaerts

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This book brings together different insights into the importance of innovation and creativity to build competitiveness in the European industry and society from different angles.

The authors first look at how European countries and their policies have fared on innovation and creativity measures. They go on to examine multinational companies in particular, analyzing research and innovation at the headquarters and subsidiary level and the linkages between them. Looking at the management of innovation in firms and subsidiaries, they gain insights into how firms can innovate more effectively and efficiently. The study examines the role of management control and culture in stimulating creativity as well as an important driver of innovation.

The chapters in the book are also complementary in the sense that they include qualitative as well as quantitative studies, from academic researchers to people working in the field. Researchers, professors, managers, students and policymakers interested in innovation, creativity, knowledge, multinational companies, competitiveness and Europe will be enlightened on how to be more creative and innovative.

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