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Remco Van Riet
Origins of reverse innovation: How do firms apply reverse innovation
How do Indian firms apply reverse innovation in the telecommunication industry



Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | How do Indian firms apply reverse innovation in the telecommunication industry | The current glocalization approach, where Western multinationals just export products to developing countries is becoming outdated. Currently there is a new phenomenon, which is called reverse innovation. These are innovations that are developed for the developing countries, but later on adopted in the developed countries. Because of the great potential reverse innovation has to offer, some Western firms invest in...

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