

## Innovation in Emerging Markets

Edited by  
Jerry Haar  
Ricardo Ernst



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Jerry Haar is Professor of Management & International Business at Florida International University, USA, and Senior Research Fellow at the McDonough School of Business at Georgetown University, USA. He is also a Global Fellow of the Woodrow Wilson International Center for Scholars and a Research Affiliate of the David Rockefeller Center for Latin American Studies at Harvard University. His research interests focus on innovation and competitiveness, regional economic integration and corporate strategy.

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#### About the book

Innovation is sweeping the globe at breakneck speed, and emerging markets are where tremendous growth and opportunity reside for the present and future. Jerry Haar and Ricardo Ernst delve into the forces and drivers that shape innovation in emerging markets and present case studies, along with a summation of the key features and outlook for innovation over the next decade. Together with their contributors, they examine innovation as national policy, facilitating institutions- such as universities, research labs, accelerators and incubators, and business associations- and firm-level innovation. They introduce state-of-the-art thinking on innovation by calling upon the experiences of experts in relevant fields, who provide a deeper understanding of the core issues for any person involved in the private sector, academia, or public policy, and intrigued by the challenge and opportunity of innovating in this dynamic global world. The book includes a foreword from Banco Santander.

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