



Procter and Gamble and the Open Innovation Model

By Kai Wright

GRIN Verlag Gmbh Apr 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2014 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, University of London, course: Principles of Organization and Management, language: English, abstract: In this essay I will elaborate on the Open Innovation model in the context of an article which highlights the difficulties Procter & Gamble currently faces with delivering innovation through internal R&D in contrast to line extension of existing products. We will see that the open innovation model is an important contribution on how to exploit and to explore knowledge and technology, but that it has its limitations and threats when this R&D strategy is not combined with processes and organizational competencies that ensure that the external knowledge is leveraged to create innovations also internally. We will see that Procter & Gamble seemed to rely too much on simply the acquisition of external technology rather than absorb the gained knowledge to significantly invent internally. 12 pp. Englisch.



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