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Innovation: Location Matters

by M. E. Porter and Scott Stern

Abstract

Innovation has become the defining challenge for global competitiveness. To manage it well, companies must harness the power of location in creating and commercializing new ideas.

Keywords: Innovation and Invention; Geographic Location;

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Citation:

Porter, M. E., and Scott Stern. "Innovation: Location Matters." MIT Sloan Management Review 42, no. 4 (Summer 2001): 28–36.

Export Citation

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