



# **Workbook for Opening Innovation: Bridging Networked Business, Intellectual Property and Contracting: 21 (Series on Technology Management)**

*Jaakko Paasi, Katri Valkokari, Henri Hytönen, Laura Huhtilainen, Soili Nystén-Haarala*

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*Workbook for Opening Innovation — Bridging Networked Business, Intellectual Property and Contracting* focuses on the implementation of phenomena, theories and ideas presented in the book *Bazaar of Opportunities for New Business Development — Bridging Networked Innovation, Intellectual Property and Business*. In these two books we go beyond the paradigm of open innovation and underline the variety of opportunities that firms may have in innovation and new business development with external actors.

This workbook presents practical tools for managers to utilize so that they are better prepared for innovation with external actors and, accordingly, they can then successfully implement open and networked innovation in their business. The workbook includes a guide for collaboration within networked innovation and business, a guide for making IP strategy, and a guide for contracting (including checklists supporting the contracting).

## Contents:

- **Introduction:**
  - Introduction
  - Opening Innovation
- **Networked Business:**
  - Networked Business Environment
  - Description of Collaboration Models in Networked Business
  - Guide for Collaboration within Networked Business
- **IP Strategy:**
  - Description of IP Strategy
  - Guide for Making IP Strategy
- **Practices and Actions:**
  - Methods of Knowledge Protection
  - The Contracting Process
  - Contractual Check-lists

**Readership:** Business and R&D managers, IP managers, legal counsels, business and innovation management researchers.

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