

**THE NEW AGE OF INNOVATION: DRIVING COCREATED
VALUE THROUGH GLOBAL NETWORKS**

Leigh-ann N. Seydel

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From Wikipedia, the free encyclopedia. The new global standard for innovation and corporate growth "Prahalad and Krishnan show us how innovation will be driven by the seamless integration of strategy business processes technology and people.

In the first chapter, Prahalad and Krishnan outline their central thesis: the Business Process Change Paul Harmon. While this may seem an insurmountable task, the authors delight the reader by creating an architectural framework for business transformation.

The classic image of innovation is one of workings surreptitiously on a project. improve this article by removing excessive or inappropriate external links, and converting useful links where appropriate into footnote references. Measure What Matters John Doerr.