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Juan José Goñi Zabala

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ÍNDICE: La innovación: un encuentro afortunado entre el conocimiento y los problemas. De la empresa “HACEDORA” a la empresa que resuelve problemas. De la empresa “HACEDORA” a la empresa como “LUGAR DE ENCUENTRO”. Más allá de la calidad, nuevos modelos por descubrir. El espacio social de innovación en la empresa. La innovación en la industria y los servicios: hacia una visión integradora. Innovación y conocimiento en la empresa. La innovación emergente: construyendo la cuenta de exploración.

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