



# Innovation Support in Latin America and Europe

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## **Innovation Support in Latin America and Europe** Mark Anderson

Latin America represents one of the most dynamic business regions of the World. Innovation Support in Latin America and Europe explores the need for training innovation professionals, identifies appropriate strategies and best practice for ensuring its delivery, and reflects the outcomes of a major innovation and knowledge transfer project. Academics, business professionals, policy makers, and trade representatives, all contribute to review the literature and existing practices of innovation, and explore the often misunderstood and contested terrain that surrounds innovation theory, policy and practice. In this book you will find a comparative insight into Latin American and European approaches to innovation management and innovation in practice, and an examination of how innovative ideas are exploited for a specifically Latin American context. Arranged into sections, each with separate academic and practitioner focused chapters, the text offers a refreshing, contemporary and trans-national perspective and a clear, concise and enriching discussion on the interplay between research, policy and practice. Innovation Support in Latin America and Europe will appeal to academics and researchers, higher level students, policy makers and business leaders, particularly those with any interest in Latin America.

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