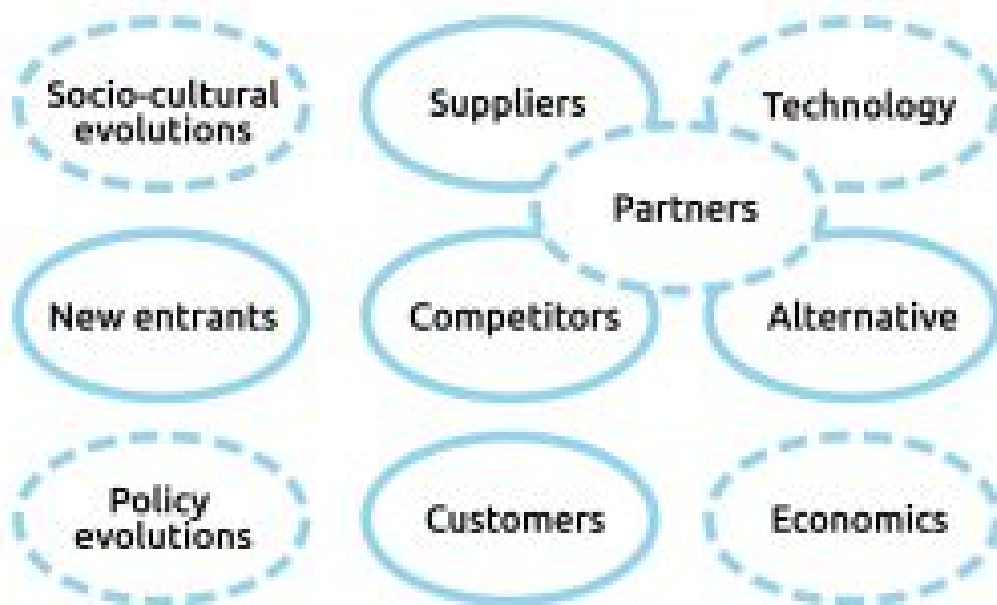


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Why it matters: innovation management capabilities



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Megatrends such as technology disruptions, international competition and sustainability affect firms across all sectors and industries, creating new competitive and social challenges. [Watch the knowledge nugget \(test\)](#)



Industries and sectors are also disrupted by new regulations, new customer needs and new technologies, forcing firms to reconsider the sustainability of their assets and activities.



Small and large firms across sectors must place innovation among their **strategic priorities** if they do not want to suffer the fate of the dinosaurs.



This implies **developing innovation management capabilities** to identify, select and capture the right innovation opportunities, in line with the firm's ecosystem and strategy.

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