Integrate external sources of knowledge

By Benoît Gailly, 17 January 2018

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On top of their own R&D activities, product roadmaps and experience curves, firms must develop the ability to proactively **harvest technology (r)evolutions**. They must be able to absorb technology intelligence from external sources, both in their socioeconomic ecosystem and in the wider environment.
On top of their traditional marketing approaches, firms need to develop user-centric ways to “pull” untapped customer needs and uncover value gaps. They need to combine powerful analytics with in situ and empathetic observations as well as lead users’ interactions and involvement.
Firms exposed to technology-intensive sectors (i.e. most firms) should invest time, money and resources to network and work with disruptive start-ups, in particular through corporate venture capital initiatives. This must allow them not only to create options and leverage their assets but also to effectively develop new competitive and technology intelligence.

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