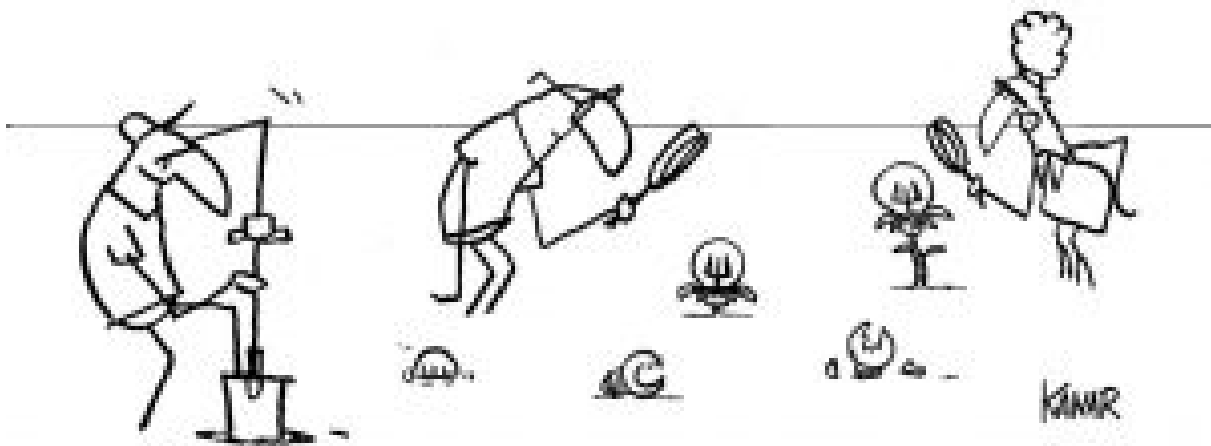


By Benoît Gailly, 17 January 2018

Integrate external sources of knowledge

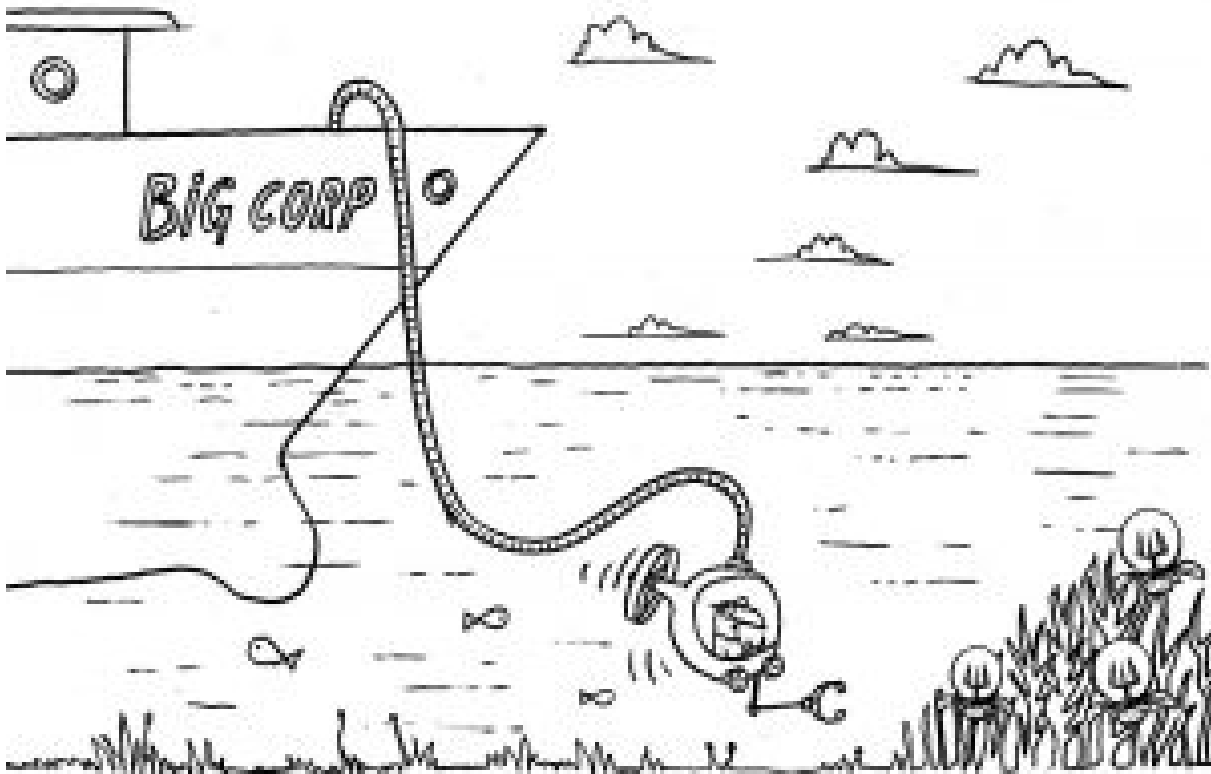


On top of their own R&D activities, product roadmaps and experience curves, firms must develop the ability to proactively **harvest technology (r)evolutions**. They must be able to absorb technology intelligence from external sources, both in their socioeconomic ecosystem and in the wider environment.



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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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