



Strategizing for technoscientific innovation

An ecosystem perspective

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- The importance of technoscientific innovation for companies
- The newest insights for technology-based ecosystems
- Technoscientific innovation refers to creating and implementing advanced solutions arising from technology and scientific knowledge

Examples of technoscientific innovation include advancements in biotechnology, advanced medical treatments involving gene and cell therapies, surgical robotics, nanotechnology, AI-based decision-making systems, the creation of innovative materials with unique properties, and sustainable renewable energy systems. These innovations have the potential to transform and disrupt industries, improve quality of life, and contribute to economic and societal progress. The purpose of this book is to guide the reader on how to create and capture value from technoscientific innovation, making extensive use of collaborative co-development deals. Based on the latest insights in managing technology ecosystems and business modelling, this book aims to map out the technology-based ecosystem, perform an economic power analysis of its agents, and develop a phased value creation and capture strategy to take the technoscientific innovation to market. This will form the basis for a discussion on strategically positioning the company in “pipeline” and “platform” technoscientific businesses, leveraging the firm’s differentiating intellectual property (IP) and complementary assets positions.

Prof Dr. Walter Van Dyck specializes in technology and innovation management and policy. He’s an expert in the strategic management of innovation and new product development in science-based and technology intensive industries like life tech and biopharmaceuticals.