



# Managing Joint Innovation: How to balance trust and control in strategic alliances

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## **Managing Joint Innovation: How to balance trust and control in strategic alliances** Bidault

'Open Innovation' is good up to a certain point, past a certain level, however, it becomes extremely dangerous. It is crucial therefore that a companies 'sweet spot', the optimum point where open innovation is beneficial, is found before it becomes hazardous. Using strong research Francis Bidault guides the reader through this innovation journey.

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