

---

## Contents

---

<b>Introduction</b> . . . . .	xi
Dimitri UZUNIDIS and Pierre SAULAIS	
<b>Chapter 1. Innovation Strategies and Entrepreneurial Dynamics</b> . . . . .	1
Michel MARCHESNAY	
1.1. The entrepreneur: the key player in innovation . . . . .	2
1.1.1. By their very nature, every entrepreneur takes a risk dependent on innovation . . . . .	2
1.1.2. Innovation restores a range of logical structures and practices in entrepreneurial action . . . . .	3
1.2. Industrial analysis of innovation . . . . .	3
1.2.1. The analytical approach: the SCP model . . . . .	4
1.2.2. The institutional approach: mesosystems . . . . .	4
1.3. The three eras of industrial capitalism . . . . .	5
1.3.1. The origins of industrial capitalism . . . . .	5
1.3.2. The development of industrial capitalism: the concept of generations . . . . .	6
1.4. Extensive and intensive stages . . . . .	7
1.4.1. The extensive stage . . . . .	7
1.4.2. The intensive stage . . . . .	8
1.5. Innovation: between order and progress . . . . .	8
1.5.1. The role of ideologies . . . . .	9
1.5.2. The role of the “zeitgeist”, the spirit of the age . . . . .	10

1.6. Innovation and the “technical age”: a Pandora’s box? . . . . .	11
1.6.1. The innovative entrepreneur: is there an ideal type? . . . . .	12
1.6.2. Types of innovative entrepreneur . . . . .	13
1.6.3. The capabilities of the innovative entrepreneur . . . . .	15
1.7. The major strategic choices . . . . .	15
1.7.1. Breakthrough innovation or adaptive development? . . . . .	15
1.7.2. Dependence or individuality? (“One of a kind”) . . . . .	16
1.8. The spread of innovation . . . . .	18
1.8.1. The transfer: the basis of national technological policy . . . . .	18
1.8.2. The subsidiary: an instrument of the industrial strategy of groups . . . . .	19
1.8.3. The region: a hub of technological development . . . . .	20
1.9. Conclusion . . . . .	21
1.10. Bibliography . . . . .	22
<b>Chapter 2. Innovative Milieus and Innovative Entrepreneurship . . . . .</b>	<b>25</b>
Corinne TANGUY and Dimitri UZUNIDIS	
2.1. The innovative milieu and proximities . . . . .	27
2.1.1. The concept of the innovative milieu . . . . .	27
2.1.2. Proximity: from space to organization . . . . .	29
2.2. The innovative milieu and entrepreneurs . . . . .	32
2.2.1. The innovative entrepreneur: networks and resources . . . . .	33
2.2.2. Policies for creating innovative milieus and the emergence of an innovative entrepreneurship . . . . .	35
2.3. Conclusion . . . . .	37
2.4. Bibliography . . . . .	38
<b>Chapter 3. Start-up Founders and Support for Technology Entrepreneurs . . . . .</b>	<b>43</b>
G�rard A. KOKOU DOKOU	
3.1. Putting entrepreneurial identity into theoretical perspective . . . . .	45
3.1.1. The needs for existence, knowledge and ability at the heart of entrepreneurial identity . . . . .	45
3.1.2. Expanding towards a resource-based approach . . . . .	47

3.2. Demonstration of the components of the identity of a start-up entrepreneur . . . . .	51
3.2.1. Creating the body of research and operational tool used . . . . .	51
3.2.2. Revealing the main identity components . . . . .	53
3.2.3. Three main identity components to be considered when supporting the technology entrepreneur . . . . .	57
3.3. Conclusion . . . . .	62
3.4. Bibliography . . . . .	63
<b>Chapter 4. The Importance of Entrepreneurial Creativity . . . . .</b>	<b>73</b>
Marc JAILLOT	
4.1. Creativity, innovation and entrepreneurial context . . . . .	74
4.1.1. Entrepreneurial creativity . . . . .	74
4.1.2. The entrepreneurial context of small businesses . . . . .	75
4.1.3. The reality of innovation in small businesses . . . . .	78
4.2. What does the economic reality teach us? . . . . .	80
4.3. Discussion . . . . .	83
4.4. Conclusion . . . . .	86
4.5. Bibliography . . . . .	87
<b>Chapter 5. From Ideation to Product Launch . . . . .</b>	<b>91</b>
Maggy PERRIER and Audrey DEPEIGE	
5.1. The quest for continuous renewal: collaborative innovation within business strategy . . . . .	92
5.2. An internal environment supporting innovation . . . . .	98
5.3. Managing invention through innovation: building a strong intellectual property management process to maintain a competitive advantage . . . . .	101
5.4. Conclusion . . . . .	104
5.5. Bibliography . . . . .	105
<b>Chapter 6. The Patent: A “Swiss Army Knife” for Invention and Innovation . . . . .</b>	<b>111</b>
Yann de KERMADEC	
6.1. Invention, innovation and intellectual property: some references . . . . .	112
6.1.1. Definitions . . . . .	112
6.1.2. Links between innovation, inventions and patents . . . . .	113

6.2. The means tree: a language for innovation and good use of patents . . . . .	116
6.2.1. Is the “language of patents” accessible to all? . . . . .	116
6.2.2. The means tree: the “language of patents” translated into graphic patterns. . . . .	117
6.2.3. The means tree and its varied uses . . . . .	120
6.2.4. The means tree: a “turbocharger” for the “innovate thanks to patents” approach . . . . .	122
6.3. The patent system: a model for the management of knowledge for innovation . . . . .	124
6.4. Conclusion . . . . .	129
6.5. Bibliography . . . . .	131
<b>Chapter 7. Invention, Innovation and Intellectual Property Rights . . . . .</b>	<b>133</b>
Pierre SAULAIS	
7.1. Innovation. . . . .	134
7.1.1. The multidimensional aspect of innovation . . . . .	134
7.1.2. Innovation procedures and processes . . . . .	135
7.1.3. The intense knowledge stages of the innovation process . . . . .	139
7.2. Invention and the ability to invent . . . . .	141
7.2.1. The concept of inventiveness . . . . .	141
7.2.2. Combining creativity and inventiveness . . . . .	141
7.2.3. Overview of some standard methods . . . . .	142
7.3. The inventive intellectual corpus . . . . .	143
7.3.1. Intellectual works and intellectual corpus . . . . .	144
7.3.2. Intellectual works and intangible capital . . . . .	147
7.3.3. Traces in the inventive intellectual corpus . . . . .	149
7.3.4. Synthesis of the inventive intellectual corpus . . . . .	151
7.4. Analysis of the links between invention, innovation and the inventive intellectual heritage . . . . .	151
7.4.1. Links between industrial property rights and innovation. . . . .	151
7.4.2. Links between industrial property rights and invention . . . . .	152
7.4.3. Links between invention and industrial property rights . . . . .	154
7.4.4. Links between innovation and industrial property rights . . . . .	155
7.4.5. Links between invention and innovation . . . . .	155
7.4.6. Links between innovation and invention . . . . .	155

7.4.7. Reciprocal links between inventive activity and the inventive intellectual corpus . . . . .	155
7.5. The nature of bridges between knowledge areas . . . . .	157
7.5.1. The perspective of economists . . . . .	157
7.5.2. The knowledge management perspective on innovation . . . . .	158
7.5.3. The perspective of KBI (Knowledge-Based Innovation) . . . . .	158
7.5.4. The perspective of knowledge-based ideation . . . . .	159
7.6. Conclusion . . . . .	159
7.7. Bibliography . . . . .	160
<b>Chapter 8. Commitment to an Industrial Evolution . . . . .</b>	<b>165</b>
Theodor FELEZEU	
8.1. Findings, shared feelings and risks incurred . . . . .	166
8.2. Focus on the new industrial order. . . . .	172
8.2.1. Beyond industry 4.0 . . . . .	173
8.2.2. Towards a rebirth, but without actually having to die first (or at least without suffering too much) . . . . .	179
8.2.3. Economic alternatives: look left and right before crossing . . . . .	184
8.3. Corollaries: impacts on innovation . . . . .	186
8.3.1. Cultures. . . . .	186
8.3.2. Visions and strategies . . . . .	187
8.3.3. Processes. . . . .	187
8.3.4. Tools . . . . .	187
8.4. Conclusion . . . . .	188
8.5. Bibliography . . . . .	188
<b>List of Authors . . . . .</b>	<b>193</b>
<b>Index . . . . .</b>	<b>195</b>