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CORPORATE VENTURE CAPITAL IN EUROPE



Condition: New. Publisher/Verlag: AV Akademikerverlag | Objectives, Characteristics and Performance | Established firms operating in competitive markets are eager to acquire innovative capabilities in order to sustain profitability. Ground breaking innovation often results from the combinations of internal and external competences. Therefore, incumbent firms invest in corporate venture capital (CVC) to ensure the acquisition and integration of creative capabilities. Additionally, they seek to ameliorate their portfolio value and gain direct financial benefits. From a theoretical and empirical perspective, this book..

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