

WHAT IS INNOVATION? INNOVATION IS YOU... WELL, YOUR IDEAS!

Posted on 07/07/2014 by Naider

Many times we do not know how to describe what innovation is. Its definition always slips through our fingers. Innovation has generated plans, policies, MBAs, academic discussions, public agencies for its promotion... but we have never fully conceptualized it.

In this video, which is already a couple of years old, innovation is shown in a very didactic way. We have wanted to rescue it now because most of the time the simplest explanations define the most complex concepts much better.

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