

CONTENTS

INTRODUCTION	7
I ENTRY STRATEGIES INTO THE WORLD MARKET	9
1 EXPORT	11
1.1 Indirect export	12
1.2 Direct export	15
2 THE SALE OF LICENSES TO FOREIGN MARKETS	17
3 FRANCHISING	19
4 CONTRACT MANAGEMENT	21
5 THE CONTRACT MANUFACTURING	22
6 PROVISION OF OTHER SERVICES	23
6.1 Leasing	23
6.2 Provision of intermediary services	23
6.3 Provision of auxiliary services	27
7 FOREIGN OWNERSHIP	28
7.1 Joint venture	28
7.2 Full ownership	29
II MANAGEMENT OF INNOVATIONS	31
8 CUSTOMER ORIENTED MANAGEMENT (CUSTOMER RELATIONSHIP MANAGEMENT – CRM) – MANAGEMENT OF INDIVIDUAL RELATIONSHIPS WITH THE CUSTOMER	32
8.1 “B2C” approach – co-operation in innovations between producer and final customer (purchaser)	32
8.2 “B2B” approach – cooperation between customer and supplier in creating of innovation	34
8.2.1 The “lead user” concept understood as the use of “major customer” to cooperate in the development of innovation	34
8.3 The “lead user” concept as an analogy with the progressive sector	35
9 MANAGEMENT OF INNOVATION PROCESSES IN RELATION WITH ENVIRONMENTAL REQUIREMENTS (ENVIRONMENTAL RELATIONSHIP MANAGEMENT – ERM)	36
10 CUSTOMER REQUIREMENTS FOR EARLY COMMERCIALIZATION OF INNOVATION IN SALES – “JUST IN TIME” (“JIT”) CONCEPT	38
11 REDUCING INNOVATION DYNAMICS	39
11.1 Increasing the share of environmental innovation	39
11.1.1 Determination of the value of an environmental resource	40

11.1.2 Universal Assessment Model	42
11.1.3 Assessment Results in an Organization (company)	45
11.1.4 Determination of the value of an environmental resource	47
11.2 Other interesting trends	48
12 INNOVATION MANAGEMENT PROCEDURE AND PRODUCT QUALITY DETERMINATION	49
12.1 Benchmarking comparison as a way for quality level analysis of existing products	50
12.1.1 Possibilities to get data for benchmarking comparison	51
12.2 Product benchmarking application	53
12.3 Determination of product innovation goals	55
12.4 The "Best values technique" application	55
13 DETERMINATION OF INNOVATION PRELIMINARY PRICE	57
III KNOWLEDGE MANAGEMENT	59
14 WHAT IS THE KNOWLEDGE MANAGEMENT	61
14.1 Components of knowledge management	64
15 HISTORY OF THE KNOWLEDGE MANAGEMENT	66
16 CONCEPT OF KNOWLEDGE MANAGEMENT	68
16.1 Concepts of knowledge management	69
17 KNOWLEDGE CREATION AND KNOWLEDGE ARCHITECTURE	72
17.1 Types of knowledge	73
17.2 Structure of knowledge	77
18 CAPTURING TACIT KNOWLEDGE	81
18.1 Storytelling	85
19 KNOWLEDGE TRANSFER IN E-WORLD	89
19.1 Intranet and extranet	91
19.2 Groupware	92
20 MEASUREMENT AND TOOLS OF KNOWLEDGE MANAGEMENT	95
20.1 Performance measurement of knowledge management	98
20.2 Knowledge management tools and methods	100
20.3 Common used techniques	102
21 BENEFITS OF KNOWLEDGE MANAGEMENT	110
21.1 How to: "Getting started ..."	112
CONCLUSION	116
BIBLIOGRAPHY	117