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products (Hung & Whittington, 2011). The mission statement of Siemens has clearly highlighted the importance of innovation within the firm. They use a systematic innovation strategy in their operations to help them in...

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years) to support implementation of

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employees' grass root innovation ideas .
Strengthen our global network of
innovation . Dedicated unit for start-ups
announced (Innovation AG) We have
accomplished what we set out
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Source: Harvard Business School. The case describes Siemens, a worldwide innovator in the Energy, Healthcare, Industry, and Infrastructure & Cities sectors, and its efforts to develop and...

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SIEMENS MANAGEMENT INNOVATION AT THE CORPORATE LEVEL Case ...

innovation management to the best possible use in order to match a tightening innovation race. Based on those results the author tries to answer the question ... member of the Siemens

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AG Senior Management Team

(Führungskreis der Siemens AG). 2

Abstract: There is a tightening race for developing new innovative businesses between global

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