Acknowledgments

This book is the result of seven years' cooperation between the three of us on the topic of collaborative and open innovation. The book would have not been possible without the contribution of several firms and the unique support that many colleagues gave us, with both their time and thoughts. In particular, we benefited tremendously from our conversations with the following people, each of whom generously shared their insights on various topics: Miguel Ares (Diesel), Dr Alp Bingham (Eli Lilly), Guido Gerlotti (IBM.COM), Larry Huston (formerly at P&G), Federico Minoli, Patrizia Cianetti and Luisa Ercoli (Ducati Motor Company), and Peter Steinlauf and Jeremy Anwyl (Edmunds.com).

Emanuela and Gianmario would like to acknowledge their gratitude to Salvio Vicari and Enrico Valdani for their valuable encouragement and deep interest in this project and, more generally, for promoting their research activity on innovation management at Università Bocconi. They also want to thank Alfonso Gambardella for sharing relevant insights about open innovation and markets for technology. They would also like to express their appreciation to Paola Cillo and Deborah Raccagni for their systematic and generous comments on a previous version of the manuscript. Finally, they are grateful to the Università Bocconi and in particular to Associate Dean Lorenzo Peccati for partially funding this project.

Emanuela would like to express her deep gratitude to her husband Michele, for his patience, enthusiasm, and, above all, for his love and continuous support. This makes a tremendous difference both in her work and in her life. Emanuela would also like to thank her little daughters, Francesca and Federica, for the extraordinary joy they bring her every single day. She finally thanks Ariela and Paola, for their unique friendship and help.

Mohan would like to thank his mother, Kuldeep Sawhney, for her unwavering support through good and bad times, and his wife, Parminder, for being a loud cheerleader.

Gianmario would like to thank his father, Mario, and his mother, Rita, for their unique and generous support in every single moment of his life.