

Exam Economics of Global Innovation

1. Rise of superstar companies & winners take all markets, few big incumbents dominate global markets. Prediction right?
 - a. advantages size
 - b. innovation to become superstars
 - c. global? globalization of sales, globalization of production, globalization of R&D
 - d. global-tech-size more important
 - e. countries & sectors
2. Keep their advantage. Difficult?
 - . Disadvantages size
 - a. innovation defend?
 - b. Challenge incumbents? innovation?
 - c. Example challenger profile
3. Main take-away message EU

