

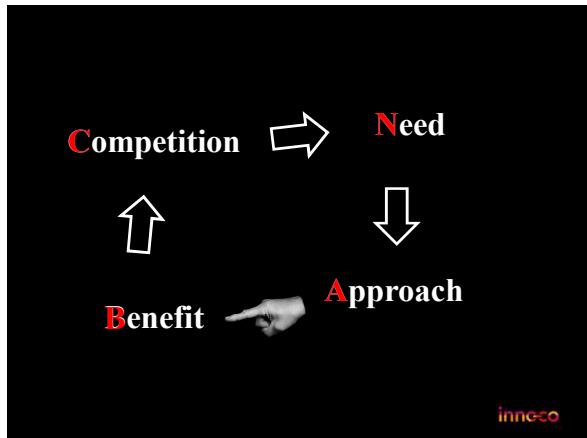
# Innovasjon i praksis

Sjur Dagestad  
Innovasjonsprofessor & seriegründer

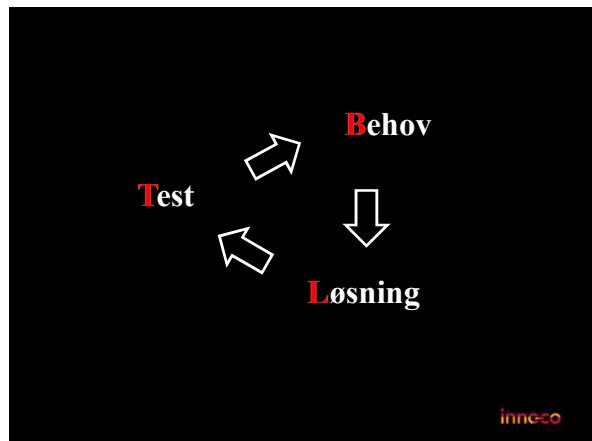
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og vin («Grünberger»).

**Gründer** (t.), grundlægger, oftest benyttet om den, som tager initiativet til et økonomisk foretagende, især et aktieselskab, og gjerne med bibetydning af, at det herved først og fremst kommer an på, at han kan mele sin egen kage. **Betegnelsen g.** er derfor ofte ensbetydende med svindler, spekulant, jobber. En g.-bank (i Frankrig Crédit mobilier) befatter sig med at formidle oprettelse af industrielle aktieselskaber ved at forstrække saadan med kapital mod overdragelse af aktier, som banken derefter bringer på markedet. I nyere aktielovgivninger er misbrug, som heraf kan opstå, sågt modvirket ved at affordre g. og g.-banker visse garantier for, at alt går rigtigt til (se **Aktie**), og at legitime forudsætninger for vedk. selskabs dannelse er tilstede.

Innoco

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Innovasjon er et sjørøverskip  
som seiler inn i marinaen

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Innovasjon er en så bra,  
ny løsning at andre vil ta  
den i bruk.

Dvs: Nytt, nyttig,  
nyttiggjort.

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Egne ansatte: 42%  
Markedet: 55%  
FoU / Univ: 3%

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Side 37 i Innovasjon i praksis

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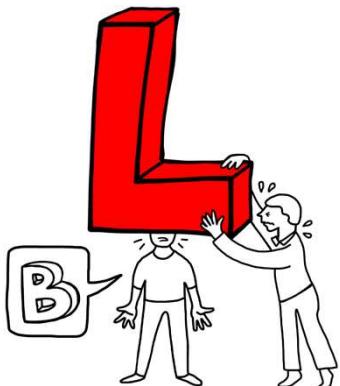
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Side 38 i Innovasjon i praksis

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B: Ut fra vegg



A: Inn mot vegg

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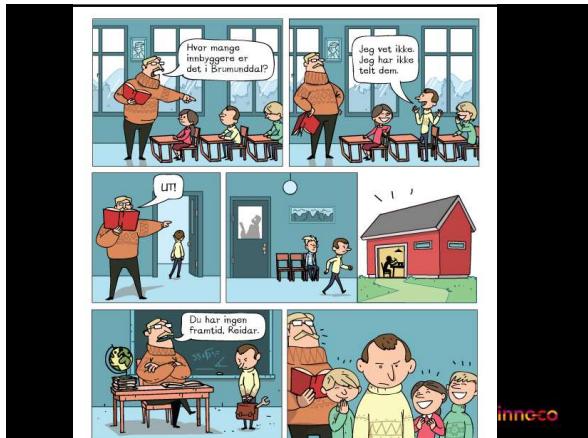
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# Selvprojeksjon

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## Husk:

Du kan bestemme deg for å få det til  
eller  
du kan bestemme deg for ikke å få  
det til.  
I begge tilfeller vil du få rett!

innaco

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"Alt jeg ikke lærte på skolen", Kagge forlag

innaco

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