

Henning Breuer & Florian Lüdeke-Freund

VALUES-BASED INNOVATION MANAGEMENT

INNOVATING BY WHAT WE CARE ABOUT



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WHAT SHOULD INNOVATION LOOK LIKE?
AND WHICH VALUES SHOULD UNPIN AND ENGAGE EMPLOYEES,
CORPORATIONS AND SOCIETY IN THEIR PURSUIT OF INNOVATION?

“Fresh thinking! This book brings the idea of shared and co-created value on a new level: the innovation perspective.”

Prof. Dr. Frank Piller, Professor of Management and Scholar
of Mass Customization & Open Innovation, RWTH Aachen University, Germany

“Breuer & Lüdeke-Freund make an important contribution by asking us to consider what we care about and showing practicing managers how values can be used as the driving force for successful innovation management.”

Dr. Steffen Conn, Operations Director, ISPIM,
The International Society for Professional Innovation Management

“Values are the well spring of innovation and value creation. At last, a book that understands how real business works. Should be read by everyone concerned with making their organizations better at innovation and value creation.”

Prof. Dr. R. Edward Freeman, Professor of Business Administration,
Darden School of Business, University of Virginia, USA

“The values-based view on innovation advocated in this book offers a new perspective on how to understand, assess and manage business innovation. It’s a must-read for students, lecturers and professionals interested in business management and ethics.”

Prof. Dr. Abraham Olivier, Head of the Department of Philosophy,
University of Fort Hare, South Africa

Henning Breuer is the founder of UXBerlin - Innovation Consulting, and Professor for Business and Media Psychology at the University of Applied Sciences of Media, Communication and Management in Berlin, Germany.

Florian Lüdeke-Freund is a Postdoctoral Research Associate at the University of Hamburg. His research focuses on sustainable entrepreneurship, business models and their innovation.

To access additional supporting material and resources, visit the companion website at
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