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**Book Chapter**

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MÖSLEIN & Ralf REICHWALD (Eds.): Leading Open  
Innovation, MIT Press, Cambridge, 2013, 328 p.

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# Book Review

■ **Anne S. HUFF, Kathrin M. MÖSLEIN & Ralf REICHWALD (Eds)**

***Leading Open Innovation***

MIT Press, Cambridge, 2013, 328 p.

by **Anna Maria KOECK**

Twenty-two authors from different countries with academic and practical backgrounds deliver insight into Open Innovation (OI) activities. *Leading Open Innovation* as a term refers to successful leaders of OI projects who have to make others understand how Open Innovation as a new way of working differs from established procedures of closed innovation. The book, however, does not only focus on the role of the leader – rather a more holistic view on issues associated with Open Innovation seems to be pursued. Three main pillars are addressed: As an introduction to the topic, the first pillar deals with the question why and how Open Innovation works. The second pillar focuses on different forms of external stakeholder integration as well as discussing those very important organizational issues that have to be dealt with. The third pillar is dedicated to trends that begin to show with respect to OI, such as innovation ambassadors, social media integration, new forms of crowdsourcing and open manufacturing.

The book provides the reader with an interesting variety of OI initiatives; however, as it quickly plunges in medias res the main target groups are presumably those who know the basics and want to experiment more with the OI approach by learning from best practices and evidence from research.

■ **Rémy LE CHAMPION (Ed.)**

***Journalisme 2.0***

***Nouvelles formes journalistiques, nouvelles compétences***

La Documentation française, 2012, 251 pages

by **Nathalie SONNAC**

The book edited by Rémy Le Champion, entitled *Journalisme 2.0*, is devoted to the study of new practices in journalism related to the advent of Web 2.0. This new generation allows Internet users to have their say; its operation revolves around interactivity and is essentially based on user participation.

As a 'pluri-media' means of communication, offering access to a multitude of information services, leisure activities, games, transactions, commerce, etc.