

## **Innovation: The '2012 Tsunami' is on its way**

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Wednesday, 31 August 2011 11:03

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**Serious threat, or – with the right approach to innovation – significant opportunity?**

Celerant consulting recently released a report which highlights how the growing power of Asian industries is becoming a serious threat for the competitiveness of European industries. A solution might be the effective execution of innovation strategy.

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