

## Innovation: Economic, Social, and Cultural Aspects

Mikel Gómez Uranga



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Innovation is commonly associated with the world of business, in which it plays a key role at every stage of the commercial process. Yet innovation should also be understood in other, complementary, ways including the context and the conditions in which it is generated, giving rise to the concept of an innovation system; and the idea that scientific knowledge is part of the business system, both as a supplier and by way of its procedural methodology. With this expanded notion in mind, this book analyzes the creative spaces that make up innovation. We understand these spaces as the location of an activity and as a territory in which innovation activities take place; and we associate the notion of being creative with a wide and complex series of definitions. For example, innovation is linked closely to human activity and is increasingly demonstrated by the interest aroused by the term creative industries. In sum, then, innovation requires both the generation of new ideas (the creative act), and the application of those ideas in a specific context. Here, then, we explore how in organizations, innovation refers to the process by which an organization generates new creative ideas and turns them into something novel, useful, and viable, through commercial products, services, and business practices. In each case, creation would be considered an element prior to the process of innovation.

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