

INSEAD

The Business School
for the World®

Co-Development and Innovation Performance: Insights from Europe and Asia

Amitava Chattopadhyay

The GlaxoSmithKline Chaired Professor of Corporate Innovation

Co-Development and Innovation

- The key thrust of our innovations in the design and delivery of business education is to make it more **real and relevant**
 - Lifelong learning
 - Degree programs
 - Executive education
 - Bringing practitioners into the learning environment
 - Beyond guest lectures in classroom sessions
 - Leveraging alumni as coaches
 - Co-development--blending theory with experience
 - Immersive learning experiences

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