## Value network mapping

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## 2022

JOHN BESSANT Managing Innovation Use the <u>value network map tool (link here</u>) to help understand why innovations succeed or fail to move to scale.

Pick a case example and try to map the value network and identify who the key players are in the overall innovation ecosystem.

Where are the relationships strong and supportive and where are they missing or poorly developed?

What strategies might you recommend to improve the overall network?