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[Reverse innovation - Wikipedia](#)

Reverse innovation or trickle-up innovation is an innovation seen or used first in the developing world, before spreading to the industrialized world. The term was popularized by Dartmouth professors Vijay Govindarajan and Chris Trimble and GE's Jeffrey R. Immelt .

[\(PDF\) Reverse Innovation - researchgate.net](#)

The book is a compilation of twelve chapters theorizing concepts and challenges concerning reverse innovation in the first four which forms the first part and the next eight chapters details cases

[A Reverse-Innovation Playbook - Harvard Business Review](#)

Reverse innovation developing ideas in an emerging market and coaxing them to flow uphill to Western markets poses immense challenges, because it requires a company to overcome the

### **Reverse innovation and the emerging-market growth imperative**

A reverse innovation is any innovation that is adopted first in the developing world. To be clear: What makes an innovation a reverse innovation has nothing to do with where the innovators are, and it has nothing to do with where the companies are.

### **Vijay Govindarajan: How Reverse Innovation Can Change the ...**

Govindarajan: Reverse innovation is an innovation for the needs of customers in poor countries. Globalization is innovation that is meant for [developed] world customers. Both types of innovations

### **Reverse Innovation - Definition and Examples**

Reverse Innovation is the strategy of innovating in emerging (or developing) markets and then distributing/marketing these innovations in developed markets. Many companies are developing products in emerging countries like China and India and then distributing them globally.

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Write a brief synopsis of the experiments performed, description of deficiencies in the experimental design, comparison of experimental approach with other work, statement of the strengths of the paper, re-interpretation of results, suggestions for future experimentation based on results, and a critical review of authors conclusions.

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