

# The Diamond of Innovation

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## INTRODUCTION

This first installment seeks to explain in its basic concepts, the genesis and scientific support of the tool to be used: The Innovation Diamond, with each of the eight points, determines the importance of these as an assessment support against cases related to Innovation, be it for a Country, City, Company or business sector. From the contribution called “Creation of the Diamond”, Table No 1 arises, called: GOOD PRACTICES of business models and associated public policy, of the countries of R. P. China, Japan, Vietnam, South Korea, R. China-Taiwan and Singapore. From it, the genesis and beginning of the tool is explained, based on each element that, in terms of Innovation, each of these countries contributes with its unique characteristics, there are nine determining and unique, but determining elements.

To complete the Diamond points, an epistemological study is made around innovation. Contributions from western authors are observed from the eighteenth century, as well as from nations with an innovative vocation, such as from the ancient Chinese nation, ancient Egypt and Sumerian. There the Diamond finally emerges with its eight points. The same is observed, with Table No 2 “Contribution from the Epistemological, to the Diamond of Innovation”. Having this construction, the Diamond is shown with its eight points (Figure No. 1), it arrives with its respective indicators that, in addition, allow to be management indicators for each point, and a reference to make a respective traceability for each one.

With the structure of the Diamond, the analytical scope of the tool is explained, which is capable of studying, observing, projecting, etc. This tool and its green versión, remain at the disposal of the global society, which understands that it is essential to generate new and continuous innovations, but its impact on the environment must always be evaluated.

## BACKGROUND

The origin of the tool is the product of the work of twelve years, which have been dedicated to studying the business model, associated public policy, culture, education, of the countries of Southeast Asia, and Central Asia. From this investigative work, the tool known as “The Diamond of Innovation” was generated: Of Innovation, of a business structure, its diffusion and investment in machinery and equipment, of a country, city, sector, region.

From the geographic specialization of its industries, accompanied by the construction of spaces in the manner of technology parks, universities and State Institutions of financial, logistical, legal support and continuous specialized Research. From the media and organizations that are part of the State-private sector gear. From the consolidation of companies-brands, inside and outside the country of origin, at an industrial level, consolidating itself as a source of national wealth and creation of patents.

From the consolidation of business subsectors, proactive to the continuous added value in their products, supplies, services, processes, source of the “Orange Economy”. That every resulting process minimizes the environmental impact, under the strategic principle of Green Innovation.

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## FOCUS OF THE ARTICLE

The chapter associated with Innovation and the tool called “Diamond of Innovation”, has the following main parts: First, the creation of the Diamond, which explains the genesis and origin of the structure of the Diamond. This part has two components, the origin of the Diamond, from the models of Education, State, Company, etc., of South Korea, People’s Republic of China, Japan, Vietnam, Singapore and Republic of China-Taiwan, see Table No 1. GOOD PRACTICES of business models and associated public policy, from the countries of R. P. China, Japan, Vietnam, South Korea, R. China-Taiwan and Singapore. The second component, an epistemological support around the concept of innovation, supported by Western authors from the 18th century and ancient nations headed by China.

It ends with the presentation of the Diamond of Innovation and its eight points. The second part explains the origin, structure and scope of the green version of the Diamond or the “Green Diamond”.

## SOLUTIONS AND RECOMMENDATIONS (chapter-specific Sections)

Having the Diamond as a diagnostic tool and source of strategies associated with the innovation of a City, country, company, business sector, it seeks to answer the following questions:

- What are the paradigms in terms of Innovation to be followed worldwide TODAY?
- What is the State in terms of Innovation, in our country, region, Company, city, business sector?
- What priorities in terms of associated Strategy, SHOULD we implement, in our country, city, region, Company, business sector?
- What are our GREATEST PRIORITIES, in terms of Innovation, that are presented in our country, city, region, Company, business sector?
- What strategic path, should an entrepreneur, academic, state worker, student in the areas of the environment and business have with respect to the innovation of a process, service, input, final good, in a city, country, company, business sector?

## DIAMOND CREATION

To get to the construction of the Diamond, it was “fed” in its initial phase of construction, of the business models and the institutions created to support and “raise” the company, through the following books of the FIRMS ASIAN: *The largest city in the world Chongqing* (Ojeda, 2014a); *Takeoff of the great Japanese brands and strategies* (Ojeda, 2014b); *The historical evolution of the Asian Firms model* (Ojeda, 2014c); *The Asian Crisis* (Ojeda, 2014g); *The new Asian miracle, from total destruction and the failed state to the latest model of Asian business success* (Ojeda, 2014d); *Bangalore the Silicon Valley of India* (Ojeda, 2014e); *The business model of 21st century China* (Ojeda, 2014f); *The best kept secret in Asia:*

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