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Globalisation, Languages, Literature and Corporate World

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The paper develops the most evident changes implied by the increasing globalisation of innovation and technologies are the tougher and increased competition and the greater collaboration between actors, both across and within national boundaries. The advantages, just as the costs, of these tendencies can be substantial, leading to a higher risk of 'winners and losers'. The paper analyses the different impact that each category might have on the economic and innovative performance of countries and regions, with the aim of defining the implications for national policies. It is suggested that public policies play a different role in each of the three processes of the globalisation of innovation and that a single strategy does exist, neither from a firm's nor from a government's perspective. Hence the paper calls for