

## Corporate Finance Innovation And Strategic Compeion

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Unsurprisingly, investments in innovation are suffering. The executives in our survey strongly believe that they will return to innovation-related initiatives once the world has stabilized, the core business is secure, and the path forward is clearer.

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We support clients as they develop a clear innovation strategy that meets their business-growth targets and strategic objectives. We do this by helping clients understand the gap between actual and aspirational performance that innovation needs to fill, then set financial targets related to innovation, the metrics required to measure performance, and the strategic areas on which to focus investments.

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### Strategic Corporate Finance

Choosing the ingredients of a winning R&D strategy. Given R&D's role as the innovation driver that advances the corporate agenda, its guiding strategy needs to link board-level priorities with the technologies that are the organization's focus (Exhibit 2).

### Building an R&D strategy for modern times | McKinsey

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