

Executive Summary (Data-Driven Innovation: Big Data for Growth and Well-Being)

Close to real-time analysis of large volumes of data (big data) – generated from a myriad of transactions, production and communication processes – is accelerating knowledge and value creation across society to unforeseen levels. Data-driven innovation (DDI) refers to significant improvement of existing, or the development of new, products, processes, organisational methods and markets emerging from this phenomenon.

Knowledge Type: [Thematic report](#) [1]

Other Tag: [copyright](#) [2]

[creative commons](#) [3]

[creative destruction](#) [4]

[global challenges](#) [5]

[health care](#) [6]

[inequality](#) [7]

[information asymmetries](#) [8]

[big data](#) [9]

[intellectual property rights](#) [10]

[job creation](#) [11]

[open access](#) [12]

[open-source software](#) [13]

[climate change](#) [14]

[cloud computing](#) [15]

[risk management](#) [16]

[skills development](#) [17]

[social challenges](#) [18]

[structural change](#) [19]

Parent

URL: http://www.oecd-ilibrary.org/science-and-technology/data-driven-innovation_9789264229358-en [20]

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Links

[1] <https://www.innovationpolicyplatform.org/knowledge-type/thematic-report-0>

[2] <https://www.innovationpolicyplatform.org/topic/copyright-0>

[3] <https://www.innovationpolicyplatform.org/topic/creative-commons>

[4] <https://www.innovationpolicyplatform.org/topic/creative-destruction>

[5] <https://www.innovationpolicyplatform.org/topic/global-challenges>

[6] <https://www.innovationpolicyplatform.org/topic/health-care>

[7] <https://www.innovationpolicyplatform.org/topic/inequality>

[8] <https://www.innovationpolicyplatform.org/topic/information-asymmetries>

[9] <https://www.innovationpolicyplatform.org/topic/big-data>

[10] <https://www.innovationpolicyplatform.org/topic/intellectual-property-rights-0>

[11] <https://www.innovationpolicyplatform.org/topic/job-creation>

[12] <https://www.innovationpolicyplatform.org/topic/open-access>

[13] <https://www.innovationpolicyplatform.org/topic/open-source-software>

[14] <https://www.innovationpolicyplatform.org/topic/climate-change>

[15] <https://www.innovationpolicyplatform.org/topic/cloud-computing>

[16] <https://www.innovationpolicyplatform.org/topic/risk-management>

[17] <https://www.innovationpolicyplatform.org/topic/skills-development>

[18] <https://www.innovationpolicyplatform.org/topic/social-challenges>

[19] <https://www.innovationpolicyplatform.org/topic/structural-change>

[20] http://www.oecd-ilibrary.org/science-and-technology/data-driven-innovation_9789264229358-en

