

Book review

Aprender para Innovar. Transferencia de conocimiento de las multinacionales españolas en el mercado peruano, Lima: Universidad del Pacífico – Cámara oficial de comercio de España en el Perú (2022)

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Learning to Innovate. Knowledge transfer of Spanish multinationals in the Peruvian market, Lima: Universidad del Pacífico – Cámara oficial de comercio de España en el Perú (2022)

This book, written by Prof. Dr. Elsa del Castillo Mory and Alejandro Flores Castro, delves into the intricate realm of internationalization, focusing on the challenges encountered by Spanish enterprises in the dynamic Peruvian market. The central theme of the work revolves around innovation, knowledge, and organizational learning, presenting an area of particular interest for readers of Gecontec journal.

The authors tackle the inquiries of multinational company executives as they confront the complexities of immersion in unpredictable environments, all the while harboring high expectations. Additionally, they distinctly elucidate the significant contribution that the embrace of foreign investment in emerging economies represents, extending beyond mere capital infusion to encompass the transfer of knowledge and technology

In a parallel vein, the authors discern the ramifications on the innovation and entrepreneurship ecosystem, interpreting them as avenues for economic development, laden with benefits and opportunities. In pursuit of this perspective, the book delves into five instances featuring Spanish multinational companies investing in Peru and Latin America. This exploration prompts an in-depth analysis of the efficacy of the employed strategies and the adaptation processes, essential for the triumphant realization of such a formidable undertaking.

In this book, the authors del Castillo and Flores deal masterfully with the dynamic and organizational capabilities deployed for adaptation and innovation, with a special focus on knowledge transfer in innovation.

The selection of the cases was carried out by a joint team from the Spanish Chamber of Commerce and the Universidad del Pacífico (Lima, Peru), covering diverse sectors that allow presenting a range of situations of great complexity and interest.

The work has been divided by its authors into two parts. The first part focuses on conceptual aspects ranging from innovation to knowledge transfer. The second part of the book develops the account of the five cases of companies and their experience with special reference to the strategy undertaken, as well as the actions of transfer, application and generation of knowledge.

In short, this is a highly pertinent, original and relevant work to be read both by executives of companies in the process of expanding into the Latin American market and by academics interested in the processes of international expansion and innovation.

KEYWORDS: Innovation, Knowledge transfer, Multinationals.

