

PERMANENT INNOVATION - SOLUTION FOR THE INCREASE OF THE COMPETITIVENESS OF THE COMPANIES

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ABSTRACT

The economy based on knowledge imposes a careful administration of the innovation activity at the level of the companies parallel to the possibility of the formation of innovation networks - competitive poles - clusters. These types of cooperation between companies are aimed at maintaining and increasing the competitive advantage acquired at regional or national level.

KEYWORDS: *competitiveness, innovation, network.*

JEL CLASSIFICATION: *M21, O32.*

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