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Sustaining Breakthrough Research in a Changing Global Environment

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As companies face ever-increasing economic and competitive pressures, the imperative to deliver real, sustained growth through innovation is clear. Corporations need to develop and maintain a research and development portfolio that recognizes this reality. This talk examines how General Electric's Global Research Center is implementing a technology portfolio that balances long- and shorter-term RD across four global facilities. Examples from medical imaging and energy business segments will be used to illustrate strategies for delivering growth through sustained investment in technology.