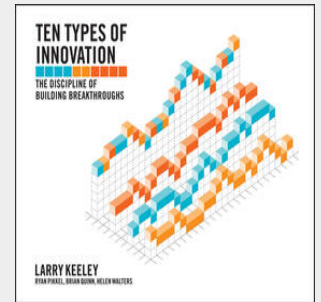


Ten Types of Innovation

The Discipline of Building Breakthroughs

Innovation principles to bring about meaningful and sustainable growth in your organization Using a list of more than 2,000 successful innovations, including Cirque du Soleil, early IBM mainframes, the Ford Model-T, and many more, the authors applied a proprietary algorithm and determined ten meaningful groupings--the Ten Types of Innovation--that provided insight into innovation. The Ten Types of Innovation explores these insights to diagnose patterns of innovation within industries, to identify innovation opportunities, and to evaluate how firms are performing against competitors. The framework has proven to be one of the most enduring and useful ways to start thinking about transformation. * Details how you can use these innovation principles to bring about meaningful--and sustainable--growth within your organization * Author Larry Keeley is a world renowned speaker, innovation consultant, and president and co-founder of Doblin, the innovation practice of Monitor Group; BusinessWeek named Keeley one of seven Innovation Gurus who are changing the field The Ten Types of Innovation concept has influenced thousands of executives and companies around the world since its discovery in 1998. The Ten Types of Innovation is the first book explaining how to implement it.

Innovate your way to meaningful and sustainable growth Most scientists agree that we live in one of the greatest times of change in the history of our species. And yet the pace of change is actually increasing. For many firms, this means innovation isn't optional, it's imperative. Customers demand it. Competitors will outflank you if you don't achieve it. Talented employees won't join your firm if you don't deliver it. Analysts expect it. Investors reward it. And yet most people still believe in primitive myths about innovation: "It's only about new products and new technology"; "It's about rare strokes of inspired genius"; "There's no disciplined, consistent method"; etc. These common assumptions are not true. Based on over three decades of path-breaking work on innovation effectiveness, Ten Types of Innovation will help you and your teams know what to do when the stakes are high, time is short, and you really need to build a breakthrough. The solution is to look beyond new products to nine other powerful types of innovation, which can be combined for competitive advantage. The book lays out fresh ways to think, and then explains the actions that allow teams or firms to innovate reliably and repeatedly. Written for entrepreneurs, executives, and innovators on the front line in virtually any industry, anyone who wants to move beyond the folklore and get innovation to really work will find the tradecraft revealed here to be indispensable. " Ten Types of Innovation is a must-read for any manager seriously interested in building an innovation culture rather than waiting around hoping for the next immaculate conception." Roger L. Martin, Dean, Rotman School of Management "This book provides great frameworks to help you rethink the role innovation plays in your business. It will raise the quality of innovation dialogue from a black art to a serious science." Ralph Jerome, VP of Corporate Innovation, Mars, Inc. " Ten Types of Innovation will become the indispensable 'how to do it' textbook of disruptive innovation, providing an executable roadmap for transformative change in any industry." Dr. Nicholas F. LaRusso, Medical Director, Mayo Clinic Center for Innovation "This book distills three decades of innovation research into an action-oriented framework, offering a comprehensive map to guide creative teams as they venture into challenging new territory." Dipak C. Jain, Dean, INSEAD " Ten Types of Innovation provides the insights necessary to get you started on your innovation journey." Curt Nonomaque, President and CEO, VHA



36,00 €
33,64 € (zzgl. MwSt.)

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Artikelnummer: 9781118504246
Medium: Buch
ISBN: 978-1-118-50424-6
Verlag: Wiley John + Sons
Erscheinungstermin: 19.04.2013
Sprache(n): Englisch
Auflage: 1. Auflage 2013
Produktform: Kartoniert
Gewicht: 800 g
Seiten: 288
Format (B x H): 191 x 241 mm

