

## Innovation That Fits: Moving Beyond the Fads to Choose the Right Innovation S.



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### ***Reviews***

*Complete information for publication fans. Better then never, though i am quite late in start reading this one. Its been written in an extremely straightforward way in fact it is just soon after i finished reading this ebook in which basically altered me, change the way i believe.*




*(Ellie Stark)*

## INNOVATION THAT FITS: MOVING BEYOND THE FADS TO CHOOSE THE RIGHT INNOVATION S.



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Prentice Hall, 2005. Taschenbuch. Condition: Neu. Neu Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Innovation is more urgently necessary than it's ever been. Now, three leading experts on commercializing innovation systematically sort through the wreckage of yesterday's strategies, learning lessons and identifying ideas worth preserving and adapting. To prepare this book, the authors thoroughly examined the record of more than 250 innovation programs from organizations of widely differing sizes and industries, from 1998 through 2003. Based on this unprecedented research, they reveal the right time to use each innovation 'arrow', how to account for contingencies and risks; and how to focus on core innovation challenges -- not just superficial symptoms. Along the way, the authors define a focused, integrated model for innovation: one that is more nuanced and complex, but also better-grounded, more durable, and far more effective. ' 264 pp. English.

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