The Seeds of Innovation: Cultivating the Synergy that Fosters New Ideas

By Elaine Dundon

PHI Learning 0. Hardcover. Book Condition: New. In today?s market scenario innovation holds the key to sustain competition and be ahead of others. Giants such as GE have shifted their focus to innovation to maintain their position as the market leaders. This book shows how to create an innovation system and addresses the three components (or ?seeds?) that are essential for innovation?creative thinking, strategic thinking and transformational thinking. It also describes why and how proactive management of innovation is not an option, but an absolute requirement. Driving these points is the author?s list of more than 90 widely diverse innovations, from the alphabet to the ATM, from the judicial system to refrigeration, from mass production to soap. The book also features easy-to-understand examples and exercises to help break readers out of the box and provides proven, practical methods for applying the author?s innovation approach to existing products, processes and business models. It presents a Nine-Step Innovation Process that lets you: Spot trends and opportunities ahead of everyone else and take advantage of those others may have missed. Strengthen your team?s capacity for innovation and discourage innovation killers Use creative-thinking tools to dramatically increase not only the quantity of ideas generated...

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Reviews

This book is definitely worth acquiring. I have go through and so i am certain that i will likely to read through again again in the future. Its been printed in an exceptionally basic way in fact it is only after i finished reading this publication in which actually altered me, change the way in my opinion.
-- Andres Bashirian

Comprehensive guide for publication fanatics. This really is for all who statte there had not been a well worth reading through. I discovered this ebook from my dad and i encouraged this book to find out.
-- Lacy Goldner