

Innovation Magic (Paperback)



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Reviews

It is one of my personal favorite books. It is written in easy terms and never hard to understand. It has been designed in an exceedingly easy way and it is only after I finished reading this publication by which in fact changed me, change the way I think.

(Lucinda Stiedemann)

INNOVATION MAGIC (PAPERBACK)



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Partridge India, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.The holy grail of the Innovation Function in an Organization is to keep the spirit of Intrapreneurship alive within the Organization, even when the Organization grows in size, expanding and becoming more and more unwieldy (if not bureaucratic) . This off course raises the following questions: 1. How does one identify the true Innovators in a large Organization and then harness them for the cause of Innovation? 2. How should the Organizational Innovation function be structured to make all of this happen? 3. How does one create a Culture for Innovation so that Innovation and it s enabling processes begin to work on their own ? This book attempts to answer these three questions and while there is an attempt to answer these in order, you will often see that the answers overlap and more than one question gets discussed /addressed at the same time. There is also an exploration of the role that artists may have to play in Business and Technology innovations. The role of the Specialist Generalist has been used to understand important ingredients for collaborative Innovation in today s business environment . Read the book as an Introduction to these subjects . It is intended to be a reference for Innovation Management Evangelists in Organizations and for every person in the Organization who believes Innovation is Everybody s Responsibility not just that of a specific function in the Organization. This is not a reference book for acquiring deep technical knowledge, but something you can breeze through and let the learnings seep through your thoughts, and emerge as common sense in the way that you deal with Innovation. So happy reading .



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