

Executing Innovation: Expert Solutions to Everyday Challenges



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Reviews

Very good e-book and helpful one. It is among the most awesome publication we have read. Its been developed in an remarkably simple way in fact it is simply right after i finished reading this book through which basically transformed me, affect the way i really believe.

(Prof. Kacey O'Hara)

EXECUTING INNOVATION: EXPERT SOLUTIONS TO EVERYDAY CHALLENGES



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Harvard Business Review Press. Paperback. Book Condition: new. BRAND NEW, Executing Innovation: Expert Solutions to Everyday Challenges, Harvard Business School Press, The Pocket Mentor series offers immediate solutions to the challenges managers face on the job every day. Each book in the series is packed with handy tools, self-tests, and real-life examples to help you identify strengths and weaknesses and hone critical skills. Whether you're at your desk, in a meeting, or on the road, these portable guides enable you to tackle the daily demands of your work with greater speed, savvy, and effectiveness. Ideas are not enough: successful innovation requires people to pick up where the creative process leaves off. These people must take the creative idea and apply it to a real-life problem to design a new product, service, or process. They must construct a carefully articulated vision for the project, draw up a feasible financial plan, and advocate the project over the whole course of its development and implementation. This book teaches you how to execute an innovation from start to finish: - Develop a vision statement that stands up to evaluation criteria - Build a strong business case to the stakeholders who will be affected - Manage both explicit and hidden resistance to change - Sustain the passion around your idea and keeping its momentum going.



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