



The Secrets of Big Business Innovation: An Insider's Guide to Delivering Innovation, Change and Growth

By Daniel Taylor

Harriman House Publishing. Paperback. Book Condition: new. BRAND NEW, The Secrets of Big Business Innovation: An Insider's Guide to Delivering Innovation, Change and Growth, Daniel Taylor, Innovation is all around us every day; every product we use, every piece of packaging we open, every service we experience; all of these started out as ideas that have been developed and deployed. Yet that path from coming up with ideas to having successful products in the market is incredibly difficult. Many, many more ideas fail along the way, and never reach the market. The challenge of delivering innovation is even harder in big businesses than in start-ups. These corporate giants are designed to optimize their core business, drive efficiency and have many checks and balances to avoid risk. This is the exact opposite of the mantra of innovation, yet innovation is one of the keys to business success. Great companies thrive on innovation, whilst those that fail to innovate wither and die. There are a host of "corporate entrepreneurs" out there facing the challenge of delivering innovation every day, in every big business. They are faced with unwieldy governance, political infighting, traditional thinking, bureaucratic processes, unforgiving targets, unfocused sponsorship and limited resource.All...



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