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The power of strategy innovation : a new way of linking creativity and strategic planning to discover great business opportunities

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Abstrak

This book is possible only because of the contribution of numerous participants in strategy innovation initiatives across many different industries and dozens of companies reaching back to 1983. However, we wish to acknowledge here the special contribution and support of a few individuals who have helped us bring it to fruition. We decided early on that the story was best told by some of the many pioneers who have championed strategy innovation on behalf of their companies. Individuals who contributed generously in terms of personal time and support include Bob Galvin, Motorola: Bill Coyne and Ron Baukol, 3M: Dieter Kurz and Marc Vogel, Carl Zeiss: Craig Wynett, P&G: Bob LaPerle, Eastman Kodak: Bruce Carbonari, Fortune Brands Home and Hardware: Maureen Wenmouth and Tim O? Brien, Moen: Dan Buchner, Design Continuum: Ken Cox, NASA: Gary Kaiser, Eli Lilly: Ray Siuta, Hewlett-Packard: Terry Tallis, Essential Possibilities, and Dana Seccombe, both formerly with Hewlett-Packard: and Garrett Bouton, Barclays Global Investors.