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24/7 innovation: a blueprint for surviving and thriving in an age of change

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Abstrak

Whether you are a leader or a pursuer, 24-7 Innovation takes you beyond the rigid policies, prescriptive processes, and fragmented organizational structures that have stifled true innovation for too long. This step-by-step book shows you how to instill a mind-set of continuous innovation at every level of your organization, one that will allow you to achieve and sustain a leadership position in any market. It outlines a lean, action-based framework designed to put your organization in the state of perpetual innovation that is necessary for creating sustainable business success.