Perpustakaan Sekolah Tinggi Ilmu Kepolisian (STIK) >> eBooks

Innovation that fits : moving beyond the fads to choose the right innovation strategy for your business

Lord, Michael D.

Deskripsi Lengkap: https://library.stik-ptik.ac.id/abstrakpdfdetail.jsp?id=35937&lokasi=lokal

---

Abstrak

Innovate or die. Companies have heard that message loud and clear¿but they still struggle with how to actually make it happen. INNOVATION THAT FITS reveals what works and what doesn't, helping you build a focused, sustainable innovation strategy that fits your business and your marketplace. The authors draw on an unprecedented study of 250 recent corporate innovation initiatives in industries ranging from manufacturing to biotech, retail to information technology. They offer a clear-eyed assessment of every leading approach: its advantages and drawbacks, its execution challenges, and where it's most likely to work (or not). * Corporate venturing: Mature venturing approaches that link tightly to core strategic goals * Asset-lite innovation: Defining smart, aggressive IP management strategies and understanding their limitations * Innovation-by-alliance: Realizing the promise and overcoming the perils of partnership Whether you're a corporate executive or entrepreneur, long-term growth through innovation is a priority. This book will help you define and design better strategies for innovation, show you how to better execute them, and help you navigate the minefields on the way to success.