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innovation inside enterprises. It does not cover innovation inside startups. This is a business management book. The authors argue that there are usually two ways to innovate; build special innovation teams or improve on existing products.

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This is Peter Modigliani's summary of this book by the two business school professors.

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models of Innovation MODEL 1

INNOVATION = IDEAs +

MOTIVATION MODEL 2• Strategy :

Operate efficiently and compete

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INNOVATION = IDEAS + PROCESS on cost.

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The authors reveal how to execute an innovation initiative. Regardless of the type of initiative, the crux of the challenge is that business organizations are not

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The Execution Challenge designed for innovation; they are designed for ongoing operations. And there are deep and fundamental conflicts between the two.

In their first book, *Ten Rules for Strategic Innovators*, the authors provided a better model for executing disruptive innovation.

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They laid out a three-part plan for launching high-risk/high-reward innovation efforts: (1) borrow assets from the existing firms, (2) unlearn and unload certain processes and systems that do not serve the new entity, and (3) learn and build all new capabilities and skills. In their study of the Ten Rules in action,

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Govindarajan and Trimble observed many other kinds of innovation that were less risky but still critical to the company's ongoing success. In case after case, senior executives expected leaders of innovation initiatives to grapple with forces of resistance, namely incentives to keep doing what the company has always

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done--rather than develop new competence and knowledge. But where to begin? In this book, the authors argue that the most successful everyday innovators break down the process into six manageable steps: 1. Divide the labor 2. Assemble the dedicated team 3. Manage the partnership 4. Formalize the

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experiment 5. Break down the hypothesis
6. Seek the truth. The Other Side of Innovation codifies this staged approach in a variety of contexts. It delivers a proven step-by-step guide to executing (launching, managing, and measuring) more modest but necessary innovations within large firms without disrupting their

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The book, the authors explain that the undeniable fact is that organisations are not designed for innovation. They are optimised for ongoing operations. Innovation must be carried out in partnership with the corporation's performance engine to be useful. This summary provides an accurate formula for

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innovation that companies can use to successfully come up with new ideas.

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your company or your career, no matter where you practice business, Reverse Innovation is a phenomenon you need to understand. This book will help you do that.

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Saved the Farm distill more than a decade of exclusive research into one short, powerful, action-oriented book.

Companies stumble when they imagine that innovation is mostly about ideas. The reality is that ideas are only beginnings. Indeed, even a company with the world's best idea still faces a devilish challenge: it

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must build the business of tomorrow without endangering the business of today. Vijay Govindarajan and Chris Trimble are the world's leading authorities on the successful management of innovation. In *Beyond the Idea*, they distill more than a decade of research and insight into a practical, accessible, read-at-one-sitting

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Handbook that offers invaluable guidance for anyone charged with making innovation happen: executives, managers, consultants, project leaders, and teams. By offering specific action steps, Beyond the Idea extends the elegant conceptual insights from How Stella Saved the Farm, Govindarajan and Trimble's parable.

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Beyond the Idea shows exactly how to: -
Build a team with a very particular structure, one that makes it possible to simultaneously build something new and sustain what exists. - Manage any innovation initiative as a disciplined experiment. - Implement three distinct models for moving from ideas to action.

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Beyond the Idea is an essential book for any business that recognizes that innovation always has been, and always will be, the key to long term growth and vitality.

Even world-class companies, with powerful and proven business models,

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eventually discover limits to growth. That's what makes emerging high-growth industries so attractive. Although they lack a proven formula for making a profit, these industries represent huge opportunities for the companies that are fast enough and smart enough. But constructing tomorrow's businesses while

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The Execution Challenge simultaneously sustaining excellence in today's, demands a delicate balance. It is a quest fraught with contradiction and paradox. Until now, there has been little practical guidance. Based on an in-depth, multiyear research study of innovative initiatives at ten large corporations, Vijay Govindarajan and Chris Trimble identify

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three central challenges: forgetting yesterday's successful processes and practices; borrowing selected resources from the core business; and learning how the new business can succeed. The authors make recommendations regarding staffing, leadership roles, reporting relationships, process design, planning, performance

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assessment, incentives, cultural norms, and much more. Breakthrough growth opportunities can make or break companies and careers. Ten Rules for Strategic Innovators is every leader's guide to execution in unexplored territory.

How to Innovate and Execute Leaders

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already know that innovation calls for a different set of activities, skills, methods, metrics, mind-sets, and leadership approaches. And it is well understood that creating a new business and optimizing an already existing one are two fundamentally different management challenges. The real problem for leaders is

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doing both, simultaneously. How do you meet the performance requirements of the existing business—one that is still thriving—while dramatically reinventing it? How do you envision a change in your current business model before a crisis forces you to abandon it? Innovation guru Vijay Govindarajan expands the leader's

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innovation tool kit with a simple and proven method for allocating the organization's energy, time, and resources—in balanced measure—across what he calls “the three boxes”:

- Box 1: The present—Manage the core business at peak profitability
- Box 2: The past—Abandon ideas, practices, and

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attitudes that could inhibit innovation •

Box 3: The future—Convert breakthrough ideas into new products and businesses

The three-box framework makes leading innovation easier because it gives leaders a simple vocabulary and set of tools for managing and measuring these different sets of behaviors and activities across all

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Levels of the organization. Supported with rich company examples—GE, Mahindra & Mahindra, Hasbro, IBM, United Rentals, and Tata Consultancy Services—and testimonies of leaders who have successfully used this framework, this book solves once and for all the practical dilemma of how to align an organization

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on the critical but competing demands of innovation.

How Stella Saved the Farm is a simple parable about making innovation happen. Written by the authors of the New York Times bestselling Reverse Innovation: Create Far From Home, Win Everywhere,

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The story resonates in organizations of all types—public sector, private sector, and social sector, from mammoth corporations to small organizations employing just a few dozen people. The parable is about a farm in trouble. Bankruptcy, or the grim prospect of being acquired by a hostile competitor, threaten. The farm succeeds

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only if the team pulls together and innovates. The main characters in the story—Stella, Deirdre, Bull, Mav, Einstein, Rambo, Maisie, and Andrea—are all like people you know, maybe even yourself. The tale includes an unexpected leadership challenge, an ambitious call to action, a bold idea, countless internal obstacles and

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conflicts, fears, joys, triumphs, and even a love interest. It's a story that can be enjoyed by anyone. How Stella Saved the Farm delivers eight simple lessons to guide innovation initiatives to success. It prepares business leaders to avoid some of innovation's most toxic myths, teaches how to build the right kind of team, and

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shows how to learn quickly from experience.

At the heart of Chopra's approach is the recognition of how important people's ideas are to their sense of themselves. And of how, by doing the right thing with ideas, you can tap some powerful sources

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of motivation. This book will greatly increase the effectiveness of anyone charged with making an innovation happen.

Innovation has usually been considered the engine of business success. But innovation has a dark side. In The Dark

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Side of Innovation, author Ankush Chopra shows what can happen to a company when innovations arise that impact profitability. He also outlines a step-by-step method for businesses to deal with the resulting quandary. Innovations and changes that destroy profit regularly appear across industries. The systematic

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method proposed in this book of predicting and dealing with such changes is a result of learning from the mistakes and successes of firms that have faced such profit-destroying innovations.

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