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Nota di contenuto	Cover; Title page; Copyright page; Contents; Foreword; Innovation; My Experiences in Leading Innovation; A Rigorous System of Innovation Governance Championed by Innovation Leaders; Preface: Why Should We Pay Attention to Innovation Governance?; Acknowledgments; PART I: Addressing the Innovation Governance Challenge; CHAPTER 1: What is Innovation Governance?; The Innovation Management Challenge; Defining Innovation Governance; Innovation Governance: An Organizational Form of Innovation Leadership; Innovation Governance: A Corporate Constitution on Innovation What Does Innovation Governance Entail in Practice?How Broadly Should We Define and Promote Innovation?; What Specific Questions Does Innovation Governance Address?; CHAPTER 2: Governing Innovation in Practice: The Role of the Board of Directors; Clarifying the Scope of the Board's Role in Innovation; Reviewing the Company's Innovation Strategy; Participating in Strategy Discussions; Communicating the Company's Innovation Thrusts to the Board; Being Aware of and

Managing Innovation Risk; Auditing the Company's Innovation Effectiveness; Reviewing and Nominating the CEO and Top Management  
Auditing Management's Innovation Performance  
Appointing an Innovation-oriented CEO; Selecting and Developing the Board for an Innovation Focus; CHAPTER 3: Governing Innovation in Practice: The Role of the Top Management Team; Setting an Overall Frame for Innovation; Aligning Business and Innovation Visions; Expressing Innovation-enhancing Values; Auditing and Improving Innovation Performance; Defining How to Generate Value from Innovation; Choosing an Innovation Governance Model; Establishing Innovation Priorities and Allocating Resources  
Going Beyond Traditional Portfolio Management Approaches  
Allocating Resources between Different Innovation Thrusts; Overcoming Obstacles and Building a Favorable Innovation Environment; Killer # 1: Excessive Operational Pressure; Killer # 2: Fear of Experimentation and Taking Risks; Killer # 3: Insufficient Customer and User Orientation; Killer # 4: Uncertainty on Innovation Priorities; Killer # 5: Lack of Management Patience Regarding Results; Killer # 6: Functional and Regional Silos; Killer # 7: Rigid and Over-regimented Environment; Monitoring and Evaluating Results  
In Conclusion: A Call for Action  
PART II: Choosing Between Alternative Governance Models; CHAPTER 4: Why Focus on Innovation Governance Models?; Why Do Companies Need an Innovation Governance Model?; What are the Key Elements of an Innovation Governance Model?; Assigning Primary Responsibility; Defining the Scope and Level of Responsibilities; Planning the Support Mechanisms; The Governance System and an Explicit Constitution; What Models Do Companies Use?; Models Dealing with the Why, Where, and How Much Questions; Models Dealing with the How, With Whom, and Who Questions  
The Nine Governance Models

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Sommario/riassunto

The business leader's guide to encouraging continuous innovation in any organization Innovation governance is a hot topic in the business world. In a fast-paced business environment, the ability of corporate leaders to build purpose, direction, and focus for innovation is more important than ever. In this book, the authors provide a framework for encouraging and focusing innovation by explaining what innovation governance is, the various models for governance and their advantages and disadvantages, how to assess and improve governance practices, and behavioral tactics for maximizing t

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