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Nota di contenuto	INNOVATION LEADERS; CONTENTS; PREFACE: MAPPING THE INNOVATION LEADERSHIP TERRITORY; ACKNOWLEDGMENTS; PART I: DEFINING AND CHARACTERIZING INNOVATION LEADERS; CHAPTER 1: A SPECIAL FORM OF LEADERSHIP FOR INNOVATION?; CHAPTER 2: WHAT'S SPECIAL ABOUT INNOVATION LEADERS?; CHAPTER 3: STIMULATING BOTTOM-UP INNOVATION; CHAPTER 4: STEERING INNOVATION TOP DOWN; CHAPTER 5: APPOINTING AN INNOVATION CONDUCTOR1; PART II: THE LEADERSHIP IMPERATIVES OF INNOVATION STRATEGIES; CHAPTER 6: RECOGNIZING THE LEADERSHIP IMPERATIVES OF YOUR INNOVATION STRATEGY CHAPTER 7: LEADING THE DEVELOPMENT OF NEW/IMPROVED PRODUCTS OR SERVICES REQUIRED: TEAM SPORTS COACHES TO FOSTER INNOVATION DISCIPLINECHAPTER 8: LEADING THE CREATION OF A TOTALLY NEW PRODUCT OR SERVICE CATEGORY REQUIRED: NO-NONSENSE SPONSORS TO STEER THE NEW VENTURE1; CHAPTER 9:

LEADING THE CREATION OF A TOTALLY NEW BUSINESS SYSTEM OR MODEL REQUIRED: PRAGMATIC ARCHITECTS TO PUT ALL SYSTEM ELEMENTS IN PLACE; CHAPTER 10: LEADING THE DEVELOPMENT OF NEW/IMPROVED CUSTOMER SOLUTIONS REQUIRED: CONDUCTORS TO DELIVER AN ENHANCED CUSTOMER EXPERIENCE; PART III: DEVELOPING A CADRE OF INNOVATION LEADERS
CHAPTER 11: BUILDING AN INNOVATION LEADERSHIP ENVIRONMENT: THE LOGITECH CASE¹CHAPTER 12: ATTRACTING, DEVELOPING AND KEEPING INNOVATION LEADERS; APPENDIX A: INNOVATION IN LEADERSHIP AND ORGANIZATIONAL CULTURE MODELS; APPENDIX B: GUIDELINES FOR USING THE IDEO VIDEO FOR 'IDEA MANAGEMENT' TRAINING; APPENDIX C: FACTORS AFFECTING THE INNOVATION CLIMATE OF A COMPANY; INDEX

Sommario/riassunto

Innovation leaders promote and address the innovation agenda in their company. Through personal conviction or competitive necessity they are obsessed with providing superior value to customers through innovation. They know how to mobilize their staff behind concrete innovation initiatives and do not hesitate to personally coach innovation teams. For innovation to occur leadership has to be collective. To create a momentum for innovation in their company, leaders from different functions need to team up, to build innovation networks. Innovation leadership is not just an innate talent that can
