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Sommario/riassunto	GET THE RESULTS YOU WANT IN INNOVATION. FAST. Companies that innovate successfully get six key things right planning, pipeline, process, platform, people and performance. If you want to seek out new commercial opportunities and develop new and better ways of doing things, then you need to get them right too. Fast Track to Success: Innovation gives you a practical framework that will help you use innovation to make a tangible impact on your bottom line. This practical, career-oriented book gets you up to speed on innovation quickly. It talks you through everything you need to know about the six critical elements of the innovation framework. It gives you: Innovation in a nutshell - a series of frequently-asked-questions to give you a concise overview of the subject The top 10 tools and techniques you can use to help you develop your approach to innovation Simple checklists to help you identify the strengths and weaknesses of your capabilities and those of your team Advice on leading your team how to decide your leadership style and build your team Tips on how to progress your career, whether its your first 10 weeks in the job or whether youre looking to get right to the top Dont get left behind, set out on the Fast Track today. For more resources, log on to the

series website at www.fast-track-me.com. EVERYTHING YOU NEED TO ACCELERATE YOUR CAREER The Fast Track books provide you with a complete resource to get ahead as a manager faster. They bring together the latest business thinking, cutting edge online material and all the practical techniques you need to fast track your career. Specially designed to help you learn what you need to know and to develop the skills you need to get ahead, each book is broken down into 4 key areas: Awareness - find out where you are now and what you need to do to

improve Business building - the tools and techniques you need to build up your skills Career development- learn the steps you should take now if you want to get ahead Directors toolkit - tips to get you to the top. And make sure you stay there! Fast Track features include: The Fast Track Top 10 a concise, cutting edge summary of the information you need to shine Quick Tips and FAQs a short cut to practical advice from people who have been there before you and succeeded Real life stories to give examples of what works and critically, what doesn't Practical career guidance including a framework of objectives for your first 10 weeks in a new role Expert Voices to give you the state of the art view from today's leading experts Visit the companion web-site www.Fast-Track-Me.com to learn more about the books and explore the business methods, tools and techniques contained in each book log on now to get on the Fast Track today. About the authors Andy Bruce is widely acclaimed as an authority in Innovation Management covering the creative and innovation process from ideas to implementation. In the late 90s, Andy founded two companies specialising in innovation and project management. The first, SofTools, develop web-based applications to enable management visibility, control and confidence over their pipeline of new ideas and their portfolio of implementation projects. The second, Project-Leaders International, provide consulting and training services to assist the adoption of innovation and project management best practices. Clients include corporates such as EDS, Nokia and Coca-Cola, as well as public service organisations such as the Department for Work and Pensions, the Ministry of Defence, Trust hospitals, and even political parties. Andy has written a total of eight business books including the best selling Strategic Thinking and Project Management titles from the Dorling Kindersley Essential Manager series, and Business FAQs. David Birchall, as a Professor at Henley Business School, has been involved in both implementing innovations in the way programmes are delivered and researching into innovation management in organisations. He has worked o...
