

1. Record Nr.	UNINA9910151570903321
Autore	McKeown Max
Titolo	The innovation book : how to manage ideas and execution for outstanding results // Max McKeown
Pubbl/distr/stampa	Harlow, England : , : Pearson, , 2014
ISBN	1-292-01192-0
Edizione	[1st edition]
Descrizione fisica	1 online resource (xxxv, 258 pages) : illustrations
Disciplina	658.4/063
Soggetti	Creative ability in business Creative thinking Strategic planning New products Diffusion of innovations - Management Technological innovations - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover -- Contents -- About the author -- Author's acknowledgements -- Publisher's acknowledgements -- Introduction -- How to use this book -- What is innovation? -- Part 1: Your creative self -- Nurturing your creative genius -- Seeing what others do not see -- Becoming a more powerful innovator -- Giving up old ideas for better ideas -- Part 2: Leading innovators -- Building a better, bigger brain -- Organising people for innovation -- Creating a powerful innovation culture -- Motivating innovators -- Part 3: Creating innovation -- Using the power of (creative) rebels -- Making new ideas useful -- Grinding your way from insight to (successful) innovation -- Measuring (unmeasurable) innovation -- Part 4: Winning with innovation -- Winning and losing with innovation -- Making innovation popular -- Selling new ideas -- Renewing, transforming and disrupting -- Surfing waves of creativity -- Part 5: Innovator's turning points -- A beautiful idea is never perfect -- Little differences make a big difference -- Sometimes you have to gamble everything -- Leaders get the innovation they deserve -- Part 6: The innovator's toolkit -- Creating (smarter) new ideas -- Altshuller's innovation pyramid -- Burgelman

and Seigel's minimum winning game -- Osborn and Parnes' creative problem-solving (CPS) -- Altshuller's theory of inventive problem-solving (TRIZ) -- Osterwalder's business model canvas -- Amabile's internal and external motivation -- Guilford's convergent and divergent thinking -- Ries' build-measure-learn wheel -- Shaping better futures -- Christensen's disruptive innovation -- Schroeder's innovation journey -- Usher's path of cumulative synthesis -- Benyus' biomimicry design lens -- Van de Ven's leadership rhythms -- Friend's three types of uncertainty -- Teece's win, lose, follow, innovate grid -- d.school's design thinking modes.

Sharing beautiful ideas -- Henderson and Clark's four types of innovation -- Rogers' adoption and diffusion curve -- Abernathy and Utterback's three phases of innovation -- Chesbrough's open innovation -- March's exploration vs. exploitation -- Johnson and Johnson's constructive controversy cycle -- Powell and Grodal's networks for innovation -- Boyd's OODA loop -- Final words -- More reading for curious people -- Index.

Sommario/riassunto

"If you want to know how to make innovation a reality, read this book before your competition does!" Dr James Canton, CEO & Chairman, Institute for Global Futures The Innovation Book is your hands-on guide to turning new thinking into exciting opportunities. The quick-read format features an overview of each topic, what success looks like, the pitfalls to dodge and an action plan of what you can start doing - right now - to achieve success. Includes: * Your Creative Self – how to become a more powerful innovator * Leading Innovators – how to inspire and motivate creative people * Creating Innovation – how to develop and test new concepts * Winning with Innovation – how to sell your new ideas * The Innovator's Toolkit – 20+ tools to help you create, shape and share your ideas * The Innovator's Case Notes – real-life examples of innovation in action; what would you have done?
