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Descrizione fisica	1 online resource (135 p.)
Collana	Management for Professionals, , 2192-8096
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Soggetti	Management Industrial management Leadership Management information systems Computer science Computer industry Globalization Markets Innovation/Technology Management Business Strategy/Leadership Management of Computing and Information Systems The Computer Industry Emerging Markets/Globalization
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Description based upon print version of record. Unlimited simultaneous users
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Part I: A New Set of Management Principles -- Part II: The Case of Google -- Part III: Continuous Innovation -- A Critical Business Skill.
Sommario/riassunto	This book shows how companies like Google have reinvented the common practice in management in order to continuously innovate in fast changing industries. With the ever-increasing pace of change, reinventing existing management principles could become a necessity and prove crucial in the long-term competitiveness of many companies. The book presents a unique synthesis of findings from

leading research on long-term competitiveness in fast changing industries. The core of the study comprises an exclusive 1-year in-depth research study on the drivers of innovation at Google, and includes examples on how Google has translated the reinvented management principles into practice. The book also offers key action-points to help practitioners in reinventing their own management models for continuous innovation.
