

1. Record Nr.	UNINA9910298520103321
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Titolo	From Idea to Innovation : A Handbook for Inventors, Decision Makers and Organizations // by Bernd X. Weis
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2015
ISBN	3-642-54171-2
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (273 p.)
Collana	Management for Professionals, , 2192-8096
Disciplina	330 658.4092 658514
Soggetti	Management Industrial management Business Leadership Innovation/Technology Management Popular Science in Business and Management Business Strategy/Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Creative Destruction -- Innovation -- Business Models -- Innovation Culture and Innovation Management -- Invention -- Creativity -- Outlook -- Indices.
Sommario/riassunto	The book assists in bringing together the three stakeholders of an innovation – inventor, decision maker and organization. These stakeholders have conflicting requirements and the book offers advice on how and by what methods they can communicate and the information that is expected and required in different phases of innovation. The perspectives of inventor, decision maker and organization are integrated in a business model that enables a common “language” and communication platform for the inevitably emerging tension field and that allows for asking and answering the right questions.

