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Titolo	Toward a better understanding of rule-breaking market behavior : insights from performance breakthroughs in sports // by Ann-Kathrin Veenendaal
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ISBN	3-030-16107-2
Descrizione fisica	1 online resource
Collana	Contributions to Management Science, , 1431-1941
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Nota di contenuto	Relevance and Current Perspectives -- Conceptual and Empirical Exploration -- Toward a Rule-Breaking Managerial Framework -- General Discussion -- Appendix.
Sommario/riassunto	This book analyzes how companies and employees can endogenously, i.e., without hiring external experts or consultants, achieve competitive advantages by deviating from behavioral standards in a productive way. The study explores eight transformative behavioral innovations that shaped the development of sports and, by analogy, uses the findings to advance solutions for prevalent problems in business. By developing triggers to creativity and applying mechanisms on how to overcome innovation resistance, the book gives concrete advice on how to manage the difficult quest of human transformation beyond the imperative of technological innovation. An original explication of the when and how rule-breaking innovations actually succeed. Using examples from sport, Dr. Veenendaal perceptively distinguishes the attention-grabbing aspect of an innovation from the subsequent struggle for its widespread acceptance. The question now is which managers will be the first to apply the book's insights to their own innovation challenges. Prof. J. Edward Russo, Cornell University, Ithaca, NY, USA.

