1. Record Nr. UNINA9910785508303321 Autore O'Sullivan David Titolo Applying Innovation [[electronic resource]] Thousand Oaks,: SAGE Publications, 2008 Pubbl/distr/stampa **ISBN** 1-4522-1437-9 Descrizione fisica 1 online resource (425 p.) Altri autori (Persone) DooleyLawrence 658.4/063 Disciplina 658.4063 Soggetti Organizational change Technological innovations - Management Management **Business & Economics** Management Styles & Communication Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di contenuto Cover; Brief Contents; Detailed Contents; Introduction; Part I -Understanding Innovation; Chapter 1 - Defining Innovation; Chapter 2 - Managing Innovation; Chapter 3 - Processing Innovation; Part II -Defining Innovation Goals: Chapter 4 - Analyzing Environments: Chapter 5 - Defining Objectives; Chapter 6 - Measuring Indicators; Part III - Managing Innovation Actions; Chapter 7 - Creating Ideas; Chapter 8 - Managing Projects: Chapter 9 - Developing Products: Chapter 10 -Balancing Portfolios; Part IV - Empowering Innovation Teams; Chapter 11 - Leading Innovation; Chapter 12 - Building Teams Chapter 13 - Motivating PerformancePart V - Sharing Innovation Results: Chapter 14 - Managing Knowledge: Chapter 15 - Building Communities; Chapter 16 - Extending Innovation; Appendices; Appendix 1: Sample Innovation Plan; Appendix 2: Innovation Activities; References; Index; About the Authors Sommario/riassunto A step-by-step approach to applying high-impact innovation principles in any organization Innovation is an important force in creating and sustaining organizational growth. Effective innovation can mean the

difference between leading with a particular product, process, or

service-and simply following the pack. Innovation transforms mediocre

companies into world leaders and ordinary organizations into stimulating environments for employee