

1. Record Nr.	UNINA9910813512103321
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Titolo	Leading Latino talent to champion innovation // Vinny Caraballo, Greg McLaughlin, and Heidi McLaughlin
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2014
ISBN	1-60649-801-0
Edizione	[First edition.]
Descrizione fisica	1 online resource (137 p.)
Collana	Strategic management collection, , 2150-9646
Disciplina	305.868073
Soggetti	Hispanic Americans - Employment - United States Technological innovations - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2013 digital library.
Nota di bibliografia	Includes bibliographical references (pages 109-111) and index.
Nota di contenuto	1. Latinos emerge -- 2. Beyond diversity -- 3. The Latino influence on the U.S. economy -- 4. Latino potential for innovation -- 5. Research results and practical implications -- 6. Leadership and innovation -- 7. Looking to the future, conclusions and recommendations -- Appendix -- About the authors -- Notes -- References -- Index.
Sommario/riassunto	This book is a study on how Latino culture in the United States views, defines, and can help lead innovation. Achieving sustainable innovation success is a concept many corporations struggle to attain. The authors have found through their research that very often it is a result of too much effort being directed at processes rather than focusing on the source of innovation--its human capital. Realizing that innovation emanates from human beings and people view innovation differently based on their cultural upbringing, the authors present their findings and recommendations in a practical manner on the fastest growing demographic in the United States.