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Nota di contenuto	Preface -- 1. What is the innovation paradox? -- 2. The benefits and limits of the business unit -- 3. The success of startups -- 4. The startup corporation: the new kid on the block -- 5. Implementing the startup corporation -- 6. Overcoming the innovation paradox designing the startup corporation -- 7. Innovative cultures -- 8. Leading for breakthrough innovation -- 9. Hard foundations strategy, incentives, and management systems -- 10. Wrapping up -- About the authors.
Sommario/riassunto	Using examples from both scrappy startups and long-term innovators such as IBM, 3M, Apple, and Google, this book explains how corporate culture, leadership style, strategy, incentives, and management systems can be structured to encourage breakthroughs.