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| 1. Record Nr.           | UNINA9910828862703321  |
| Autore                  | Johnston Robert E  |
| Titolo                  | The power of strategy innovation : a new way of linking creativity and strategic planning to discover great business opportunities // Robert E. Johnston, Jr., J. Douglas Bate   |
| Pubbl/distr/stampa      | New York, : AMACOM, c2003  |
| ISBN                    | 1-282-75956-6<br>9786612759567<br>0-8144-2749-9  |
| Edizione                | [1st ed.]  |
| Descrizione fisica      | 1 online resource (305 p.)   |
| Altri autori (Persone)  | BateJ. Douglas   |
| Disciplina              | 658.4/012  |
| Soggetti                | Strategic planning   |
| 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 (p. 279-282) and index.  |
| Nota di contenuto       | Strategy meets innovation -- Strategy innovation is managing the future -- Strategy innovation is not strategic planning -- The discovery process -- The discovery process : the Moen story -- The discovery process : staging phase -- The discovery process : aligning phase -- The discovery process : exploring phase -- The discovery process : creating phase -- The discovery process : mapping phase -- Maximizing the discovery process -- Formalizing a strategy innovation system -- Epilogue: the future of strategy innovation. |
| Sommario/riassunto      | Strategy Innovation: sound business planning meets your company's bold vision of the future.   |