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Sommario/riassunto	Unlock the strategies and practices that have propelled Google and

similar organizations to the forefront of innovation with this essential guide. This book delves into how Google has revolutionized management practices to foster continuous and disruptive innovation in dynamic markets. In this second edition, you'll explore: Six Management Principles: Learn practical applications of these principles in leadership, culture, organizational structure, and people management. Comparisons: Understand the evolution of Google from 2014 to 2023 and see how its management model has adapted to stay ahead. Future-Proof Strategies: Discover why the future belongs to organizations that embrace a new management model designed for the 21st century, using Google's model as a benchmark, as well as, how to transform your organization. This book is not just a theoretical analysis; it's a practical guide for managers and public officials looking to implement sustainable management procedures. Whether scaling a startup or transforming a large organization, you'll find invaluable insights to drive innovation and growth. Additionally, this book serves as an excellent complement to organizations interested in the innovation standard ISO 56001.
