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Nota di contenuto	Cover -- CONTENTS -- PREFACE -- ACKNOWLEDGMENTS -- 1. THE STRATEGIC IMPETUS FOR INNOVATION -- The Business of Innovation -- Three Big Ideas -- Innovation Matters -- Management Matters -- Strategy Is the Key Enabler -- The Creative Process: Who Are the Innovators? -- A System of Focused Innovation -- Alignment and Innovation -- Continuous Evolution -- PART ONE: THE BUSINESS OF INNOVATION -- 2. THE MIRACLE OF SYSTEMS -- Systems Thinking -- A World of Systems -- The Importance of Interrelatedness -- Feedback Loops: The Key to Understanding Systems -- Related Disciplines -- Applying Systems Principles -- Developing a Structure for Managing Innovation -- 3. A MODEL FOR MANAGING INNOVATION -- Seeing the Challenge Clearly -- The Innovation Management Model -- Four Different Systems -- Clusters of Innovation Activity -- Combining the Model with the Clusters -- Uses of the Model -- The Context for Innovation -- 4. NURTURING INNOVATION -- Developing and Nurturing an Environment of Innovation -- Management Development -- Strategy Development -- Employee Development -- Necessity versus Opportunity -- Creating the Favorable Environment for Innovation -- 5. INNOVATION WITH A PURPOSE -- Developing the Capacity Needed for Innovation -- Strategic Focus Is Always Market Focus -- Communicating the Strategy to Employees -- Getting and Organizing

Information -- In Search of Competitive Advantage -- When the Target Keeps Moving: The International Space Station Project -- 6. DEVELOPING THE CAPACITY TO INNOVATE -- Strategic vs. Tactical Innovations -- Getting the Innovations We Need -- Ten Key Areas of Innovation Opportunity -- Examining the Key Areas of Innovation Opportunity -- Developing Capability within the Innovation Management Model -- 7. CRAFTING THE INNOVATING ORGANIZATION -- What Structure Is Best? -- Organizing for an Innovative Future. Recent Developments in Organizational Thinking -- Different Types of Organization Structure -- A Low-Tech Example of a High-Tech Challenge -- Upsetting Traditional Business -- A Hierarchy Based on Accountability Horizon -- Responsibility Based on Process Activity Clusters -- Seeing the Processes Differently -- The E-Friendly Organization Structure -- Steps in New Organization Design -- Revisiting the Innovation Management Model -- The Potential of Cost Savings -- Conclusion: Rethinking the Fundamental Structure of the Company -- PART TWO: SUPPORTING INNOVATION -- 8. INNOVATION AND ORGANIZATIONAL POLICY -- The Power of Organizational Policy -- What Is Policy? -- Sources of Policies -- Three Levels of Policy -- Supporting the Innovative Environment with Policies -- Planning Innovation -- Selecting Innovations to Pursue -- Funding Innovation -- Conclusion: Setting the Policies that Support Innovation -- 9. LEVERAGING LOGIC -- Logic, Critical Thinking, and the Scientific Method -- The Scientific Method -- Errors in Thinking -- Conclusion: Avoid Errors in Thinking to Make Better Decisions -- 10. COPING WITH SERENDIPITY -- Studying the Entire Market -- Shifting the Balance of Innovation -- When Things Unexpectedly Go Right -- More Things that Get in the Way -- How the System Handles the Unexpected -- Several Alternative Ways to Capitalize on Unexpected Innovation -- 11. MEASURING AND EVALUATING INNOVATIONS -- Evaluating the Corporate Innovation Strategy -- Evaluating Innovations -- A Framework for Evaluating Innovations -- Innovations in Evaluation -- PART THREE: LEADING INNOVATION -- 12. DEVELOPING AND IMPLEMENTING MARKET-FOCUSED INNOVATIONS -- Market-Focused Innovations -- From Idea to Launch -- Development Projects Are Projects -- Getting Ideas from the Market -- Designing the Innovation -- Teams: The Design Conundrum. Involving External Development Resources -- Cost: The Final Frontier -- Broadening the Innovation Target Area -- Experimentation and Prototyping -- Preparing for the Physical Launch -- 13. EXPLOITING MARKET-FOCUSED INNOVATIONS -- What Is Exploitation? -- What Does It Take to Exploit Success? -- 14. BRIDGING THE GAP BETWEEN THE OLD AND THE NEW ECONOMIES -- What Business Model? -- Organizing for E-Innovation -- Outsourcing Innovation -- Challenges for Innovative Organizations -- CONCLUSION -- 15. TOWARD THE FUTURE -- Breaking Paradigms -- Understanding the White Space -- Service Innovation -- Social Innovation -- Technological Innovation -- Scientific Innovation -- Conclusion: Innovation as the Life Force of the Organization -- BIBLIOGRAPHY -- INDEX -- A -- B -- C -- D -- E -- F -- G -- H -- I -- J -- K -- L -- M -- N -- O -- P -- Q -- R -- S -- T -- U -- V -- W -- X.

Sommario/riassunto

This is a guide to building innovative, creativity-rich organizations through astute and skillful management. Whatever the end goal, this book provides a systematic process for managing focused, usable innovation - without the micro-managing that can stifle creativity. With examples from McDonald's, Toyota, Palm (Pilot), 3M, Sony, Singapore Airlines and others, this model helps managers and executives: nurture an environment of innovation; support market-focused innovation

through effective policies; gather expert feedback to properly evaluate innovations; develop and launch innovations successfully; and project future trends and developments.
