

1. Record Nr.	UNINA9910970889203321
Autore	Richardson Adam <1968->
Titolo	Innovation X : why a company's toughest problems are its greatest advantage // Adam Richardson
Pubbl/distr/stampa	San Francisco, CA, : Jossey-Bass, c2010
ISBN	0-470-58349-5 1-282-48287-4 9786612482878 0-470-58347-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (259 p.)
Disciplina	658 658.4/063 658.4063
Soggetti	Technological innovations - Economic aspects Industrial productivity - Management
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 and index.
Nota di contenuto	Innovation X: Why a Company's Toughest Problems Are Its Greatest Advantage; Contents; Introduction; Prologue; Chapter 1: Living in an X-Problem World; Chapter 2: The Innovation X Framework; Chapter 3: Immersion; Chapter 4: Convergence; Chapter 5: Divergence; Chapter 6: Adaption; Chapter 7: Strategy; Chapter 8: Organization; Chapter 9: Truths; Notes; Bibliography; Acknowledgments; About the Author; Index
Sommario/riassunto	A fresh approach to succeeding with innovation, grounded in insights about rapidly changing customers, competitors and technologies Written by a director at the award-winning global innovation firm frog design, this vital book shows business leaders and managers how to accomplish truly effective innovation in today's disruptive climate. Richardson shows how business is filled with "X-problems"- tough new challenges that present massive innovation opportunities, but also risks. Thriving in a world of X-problems requires harnessing four specific approaches: Immersion, Convergence, Div

