

1. Record Nr.	UNINA9910807308403321
Autore	Dru Jean-Marie
Titolo	The ways to new : 15 paths to disruptive innovation / / Jean-Marie Dru
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2015 ©2015
ISBN	1-119-21183-2 1-119-21473-4
Edizione	[1st edition]
Descrizione fisica	1 online resource (211 pages)
Disciplina	658.4063
Soggetti	Creative ability in business Technological innovations New products
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	Break free and lead the market with the roadmap to Disruption The Ways to New gives you a blueprint for innovation, helping you dig your organization out of the quicksand and get on the fast track to growth. Author Jean-Marie Dru is the originator the Disruption methodology, which he shares here; he is also an international authority on breaking the mold and leading the market, and this book is his guide to making it happen. Too many companies are too slow with innovation. They lag behind, creating at a snail's pace, and thus miss out on any kind of organic growth. They approach new ideas too conservatively, and focus innovation on products only—when there is a whole world out there waiting to be disrupted. This book shows you how to steer your organization toward continued innovation, creation, growth, and success, with 15 proven paths to disruption. Each is illustrated with case studies from companies like L'oreal, Procter & Gamble, and Salesforce.com, to show you the glaring differences between disruption and stagnation. We like to think that we live in a world where innovation happens at a staggering pace. The reality is that we don't, but that leaves an opening that your organization can fill if you're willing to break from the herd. This book shows you how start turning

in a new direction, toward sustained, forward-thinking growth. Foster organic growth within your organization Become more proactive about innovation Understand the famous "Disruption" methodology Learn the specific, proven paths to disruption Everyone loves to cite Apple, Google, and Amazon as proof of high-speed innovation. But companies like this represent only 20% of companies worldwide—the other 80% are still floundering and failing to move forward. The Ways to New gives you a roadmap to innovation, and the tools to make it work.

2. Record Nr.	UNINA9911009196403321
Autore	Duggan Mike
Titolo	All Mapped Out : How Maps Shape Us
Pubbl/distr/stampa	London : , : Reaktion Books, Limited, , 2024 ©2024
ISBN	9781789148763 1789148766
Edizione	[1st ed.]
Descrizione fisica	1 online resource (230 pages)
Disciplina	912
Soggetti	Maps - Social aspects - History Cartography - Social aspects - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Cover -- Title Page -- Copyright -- Contents -- Introduction -- 1. Navigation Beyond the Map -- 2. Interfaces of Movement -- 3. Mapping Power and Politics -- 4. Mapping Culture -- 5. Maps that Make the Money Go Round -- 6. Mapping Presents and Futures -- Epilogue -- References -- Resources -- Select Bibliography -- Acknowledgements -- Photo Acknowledgements -- Index.
Sommario/riassunto	"From cave paintings to Google, a thought-provoking investigation of how maps do not just reflect the world around us, but shape the way we live. Maps go far beyond just showing us where things are located. All Mapped Out is an exploration of how maps impact our lives on social and cultural levels. This book offers a journey through the

fascinating history of maps, from ancient cave paintings and stone carvings to the digital interfaces we rely on today. But it's not just about the maps themselves; it's about the people behind them. All Mapped Out reveals how maps have affected societies, influenced politics and economies, impacted the environment, and even shaped our sense of personal identity. Mike Duggan uncovers the incredible power of maps to shape the world and the knowledge we consume, offering a unique and eye-opening perspective on the significance of maps in our daily lives."--

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