

1. Record Nr.	UNINA9910813756603321
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Titolo	The lean enterprise : applying scalable, repeatable, and measurable innovation in the world's largest organizations / / Trevor Owens, Obie Fernandez
Pubbl/distr/stampa	Hoboken, New Jersey : , : John Wiley & Sons, , 2014 ©2014
ISBN	1-118-85218-4 1-118-85400-4 1-118-85206-0
Edizione	[1st edition]
Descrizione fisica	1 online resource (258 p.)
Disciplina	658.515
Soggetti	Production management Lean manufacturing New products
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	The Lean Enterprise: How Corporations Can Innovate Like Startups; Copyright; Contents; Introduction; Enterprises in Peril; Startups Ascendant; The Enterprise's Dilemma; Unleashing the Enterprise; Why Intrapreneurship Fails; Autonomy; Incentive; Financial Structure; Enter the Lean Startup; New Tools for CFOs; Dawn of the Lean Enterprise; Chapter 1: Roadmap: Introducing the Lean Enterprise; The Innovation Colony; The Lean Startup Method; Build, Measure, Learn; Product/Market Fit; Three Strategies; Chapter 2: Strategy; Market Shifts Are Unpredictable; Small Teams Create Enormous Value New Markets Are Winner-Take-AllSpeed Is the Only Competitive Advantage; For Each Success, There May Be a Thousand Failures; A Framework for Action; Incubation; Acquisition; Investment; Fringe Benefits; Chapter 3: Corporate Structure; From Skunkworks Onward; Skunkworks; Intrapreneurship; Innovation Labs; Enter the Innovation Colony; A New Organization to Cope with New Rules; Autonomy; Personnel; Funding; Measuring Success; Chapter 4: Compensation; The Power of the Upside; Managing Directors; Innovation Teams;

Acquisitions; Acqui-Hires; Additional Personnel

Chapter 5: Vision: The Innovation ThesisKnow the Market; Formulate an Innovation Thesis; Execute on the Thesis; Chapter 6: Lean Enterprise Process; Roots of the Lean Startup; Limitations; Sprints; Experimental Process: A Quick Overview; Confirmation Bias; Risk Aversion; Documentation; Experimental Process: Step-by-Step; Form a Hypothesis; Identify Your Riskiest Assumption; Choose a Test Method; Segment Customers; Set Success Criteria; Build a Metrics Model; Build an MVP; Run the Experiment; Pivot or Persevere; Javelin Board; Chapter 7: Experimental Methods; Where to Find Customers

Phase 1: ExplorationPhase 2: Pitch; Phase 3: Concierge; Phase 4: Prototype; Chapter 8: Innovation Accounting; Vanity Metrics versus Actionable Metrics; Pirate Metrics; Engines of Growth; Building a Metrics Model; Tutorial: Modeling an Online Subscription Business; Chapter 9: Incubate Internally; Low Momentum, High Control; Benefits; Financing Internal Startups; How to Incubate; Generating Ideas; Organizing a Lean Startup Machine; How to Run a Hackathon; Chapter 10: Acquire Early; Who Are You Looking For?; High Control, High Momentum; Finding Acquisition Opportunities

Choosing Acquisition TargetsStructuring the Deal; Pricing; Cash versus Equity; Lockups; Earnouts; Pitfalls; Losing the CEO; Moving Too Slowly; Damaging Existing Employee Morale; Chapter 11: Invest When You Can't Acquire; Low Control, High Momentum; Benefits of Investing; Investment Mechanics; Investment Vehicles; Convertible Notes; Equity Investments; Enterprise Investment Psychology; Choosing Investments; Evaluating Product/Market Fit; Make Your Own Decisions; Chapter 12: Innovation Flow; Conclusion; Objections to the Lean Enterprise; Objection: Existing Organization Can Handle Innovation

Objection: Enterprises Don't Need an Innovation Colony, They Need an Innovative Culture

Sommario/riassunto

Discover the methods of lean startups that can revolutionize large organizations and their products Even in a tough economic climate, the startup business community has found a way to create innovative, game-changing products in shockingly short timeframes. So why should larger, more established companies take notice? Because they have everything to gain when they examine and adopt the strategies, tools, and attitudes of these smaller competitors. The Lean Enterprise presents a groundbreaking design for revolutionizing larger organizations, one that draws on the ingenious tenet

2. Record Nr.	UNISANNIOCFI0106413
Titolo	L'Europa e l'economia politica del sistema-mondo / \relazioni di! Samir Amin ... \et al.! ; a cura di Riccardo Parboni e Immanuel Wallerstein
Pubbl/distr/stampa	Milano, : F. Angeli, \1987!
ISBN	8820423588
Descrizione fisica	267 p. ; 22 cm
Collana	Economia , . Sez. 5, Ricerche di economia applicata ; 17
Classificazione	431.0 X0.8/1986 X00.0/EU
Disciplina	330.904 330.94 337 337.0904
Soggetti	Economia internazionale - 1960-1985
Collocazione	POZZO LIB.ECON MON 8518
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Presentate a un convegno tenuto a Modena nel 1986.