

Innovation Excellence: Creating Market Success in the Energy and Natural Resources Sectors



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Reviews

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(Dorothy Daugherty)

INNOVATION EXCELLENCE: CREATING MARKET SUCCESS IN THE ENERGY AND NATURAL RESOURCES SECTORS

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Kogan Page Limited/Viva Books, 2011. Hardcover. Condition: New. First edition. In this book, author Stephan Scholtissek examines innovations as they relate to companies in the energy and natural resources sectors (e.g. energy, utilities, chemicals, mining and metals companies). In this book, author Stepan Scholtissek examines key innovations in the energy and natural resources sectors (e.g. energy, utilities, chemicals, mining and metals compnaies), sectors that are undergoing massive change as the balance of power shifts towards emerging economies and as the world looks to a range of low carbon technologies. Scholtissek argues that innovation (strictly defined as the sum of invention and market sucess) is the only answer for competitive sucess in a multi polar world where the essential ingredients of business can no longer be used to differentiate companies. He states that companies must be restructured to be run as portfolios of innovations. Scholtissek sheds light on different forms of innovation (product, service, process, organization and business model) and argues that R&D resources must be extended across all these forms. A number of detailed case studies from the energy and natural resources industries are included, which demonstrate leading practise. The book also addresses an end-to-end innovation framework that helps the innovation process to run more smoothly. It features the key sucess factors that increase the likelihood of sucess of an innovation in a given company. Finally the author draws conclusions regarding the future of innovation. Printed Pages: 224.

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