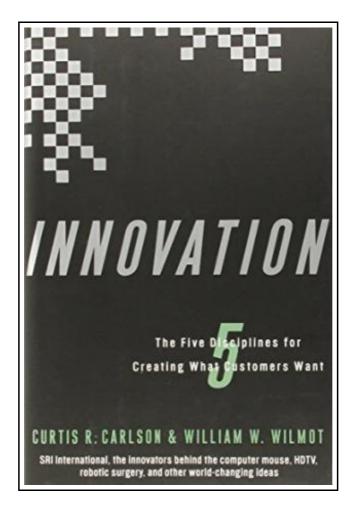
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INNOVATION: THE FIVE DISCIPLINES FOR CREATING WHAT CUSTOMERS WANT



Crown Business. Hardcover. Book Condition: New. Hardcover. 368 pages. Dimensions: 9.2in. x 6.4in. x 1.6in.Nothing is more important to business success than innovation . . . And heres what you can do about it on Monday morning with the definitive how-to book from the worlds leading authority on innovationWhen it comes to innovation, Curt Carlson and Bill Wilmot of SRI International know what they are talking aboutliterally. SRI has pioneered innovations that day in and day out are part of the fabric of your life, such as: The computer mouse and the personal computer interface you use at home and workThe high-definition television in your living roomThe unusual numbers at the bottom of your checks that enable your bank to maintain your account balance correctlyThe speech-recognition system used by your financial services firm when you call for your account balance or to make a transaction. Each of these innovationsand literally hundreds of otherscreated new value for customers. And thats the central message of this book. Innovation is not about inventing clever gadgets or just creativity. It is the successful creation and delivery of a new or improved product or service that provides value for your customer and sustained profit for your organization. The first black-and-white television, for example, was just an interesting, cool invention until David Sarnoff created an innovationa networkthat delivered programming to an audience. The genius of this book is that it provides the how of innovation. It makes innovation practical by getting two groups who are often disconnectedthe managers who make decisions and the people on the front lines who create the innovationsonto the same page. Instead of smart people grousing about the executive suite not recognizing a good idea if they tripped over it and the folks on the top floor wondering whether the people doing...

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