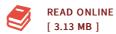




The Other Side of Innovation: Solving the Execution Challenge (Hardback)

By Vijay Govindarajan, Chris Trimble

Harvard Business Review Press, United States, 2010. Hardback. Condition: New. Language: English. Brand New Book. Companies can t survive without innovating. But most put far more emphasis on generating Big Ideas than on executing them--turning ideas into actual breakthrough products, services, and process improvements. That s because ideating is energizing and glamorous. By contrast, execution seems like humdrum, behind-the-scenes dirty work. But without execution, Big Ideas go nowhere. In The Other Side of Innovation, Vijay Govindarajan and Chris Trimble reveal how to execute an innovation initiative--whether a simple project or a grand, gutsy gamble. Drawing on examples from innovators as diverse as Allstate, BMW, Timberland, and Nucor, the authors explain how to: *Build the Right Team: Determine who II be on the team, where they II come from, how they II be organized, how much time they II devote to the project, and how they II navigate the delicate and conflict-rich partnership between innovation and ongoing operations. * Manage a Disciplined Experiment: Decide how team members can quickly test their assumptions , translate results into new knowledge, and measure progress. Give innovation leaders a tough but fair performance evaluation. Practical and provocative, this new book takes you step-by-step...



Reviews

The ebook is fantastic and great. I really could comprehended every thing out of this published e publication. You can expect to like the way the blogger write this publication.

-- Precious Farrell

The ebook is not difficult in read through easier to comprehend. Of course, it is perform, nonetheless an interesting and amazing literature. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Dr. Haylee Grimes PhD