



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'll be on the team, where they'll come from, how they'll be organized, how much time they'll devote to the project, and how they'll 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...



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