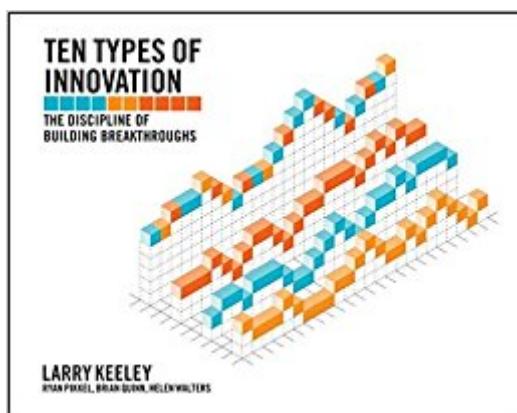


The book was found

Ten Types Of Innovation: The Discipline Of Building Breakthroughs



Synopsis

Innovation principles to bring about meaningful and sustainable growth in your organization Using a list of more than 2,000 successful innovations, including Cirque du Soleil, early IBM mainframes, the Ford Model-T, and many more, the authors applied a proprietary algorithm and determined ten meaningful groupingsâ "the Ten Types of Innovationâ "that provided insight into innovation. The Ten Types of InnovationÂ explores these insights to diagnose patterns of innovation within industries, to identify innovation opportunities, and to evaluate how firms are performing against competitors. The framework has proven to be one of the most enduring and useful ways to start thinking about transformation. Details how you can use these innovation principles to bring about meaningfulâ "and sustainableâ "growth within your organization Author Larry Keeley is a world renowned speaker, innovation consultant, and president and co-founder of Doblin, the innovation practice of Monitor Group; BusinessWeek named Keeley one of seven Innovation Gurus who are changing the field The Ten Types of Innovation concept has influenced thousands of executives and companies around the world since its discovery in 1998. The Ten Types of Innovation is the first book explaining how to implement it.

Book Information

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Customer Reviews

The most pleasing thing is the fresh way it presents its subject. The artwork is beautiful throughout, the simple infographics and visual information forming an excellent companion to the subject matter. It crowns an effective and engaging approach to the subject. (Elite Business, June 2013) This book provides fantastic guidance on how to develop an innovation culture within your business; to keep staff thinking of new ways to improve your offering and refine what made you successful in the first

place. (Start Your Business, October 2013)

Innovate your way to meaningful and sustainable growth Most scientists agree that we live in one of the greatest times of change in the history of our species. And yet the pace of change is actually increasing... For many firms, this means innovation isn't optional, it's imperative. Customers demand it. Competitors will outflank you if you don't achieve it. Talented employees won't join your firm if you don't deliver it. Analysts expect it. Investors reward it. And yet most people still believe in primitive myths about innovation: "It's only about new products and new technology"; "It's about rare strokes of inspired genius"; "There's no disciplined, consistent method"; etc. These common assumptions are not true. Based on over three decades of path-breaking work on innovation effectiveness, *Ten Types of Innovation* will help you and your teams know what to do when the stakes are high, time is short, and you really need to build a breakthrough. The solution is to look beyond new products to nine other powerful types of innovation, which can be combined for competitive advantage. The book lays out fresh ways to think, and then explains the actions that allow teams or firms to innovate reliably and repeatedly. Written for entrepreneurs, executives, and innovators on the front line in virtually any industry, anyone who wants to move beyond the folklore and get innovation to really work will find the tradecraft revealed here to be indispensable. " *Ten Types of Innovation* is a must-read for any manager seriously interested in building an innovation culture rather than waiting around hoping for the next immaculate conception." Roger L. Martin, Dean, Rotman School of Management "This book provides great frameworks to help you rethink the role innovation plays in your business. It will raise the quality of innovation dialogue from a black art to a serious science." Ralph Jerome, VP of Corporate Innovation, Mars, Inc. " *Ten Types of Innovation* will become the indispensable 'how to do it' textbook of disruptive innovation, providing an executable roadmap for transformative change in any industry." Dr. Nicholas F. LaRusso, Medical Director, Mayo Clinic Center for Innovation "This book distills three decades of innovation research into an action-oriented framework, offering a comprehensive map to guide creative teams as they venture into challenging new territory." Dipak C. Jain, Dean, INSEAD " *Ten Types of Innovation* provides the insights necessary to get you started on your innovation journey." Curt Nonomaque, President and CEO, VHA

Larry Keeley and the team at Doblin will change your view of the world. *Ten Types of Innovation* is the business innovation playbook that will give you a vocabulary for change. You can read headlines and articles in the Wall Street Journal for years...and not understand what's playing out in

front of you. Read "Ten Types" and you'll gain a perspective that simply impossible without it. The most powerful diagnostic tool I've seen in years.

Excellent thinking tool.

You hear so much about innovation, but little about solid approach methodologies. This book fills that gap and lays out a methodical, disciplined approach that both allows for creativity and exploratory thought, while also bringing it within systemized categories and approaches. I'm looking forward to using this method to frame innovation within my team.

One of the book my innovation teacher told me about, I was not disappointed. It's an excellent book on the subject, giving a precise framework to understand what innovation can be, and doing so in a didactic way (definitions, examples, usage ...)

This book was good at conveying and illustrating innovation tactics. It did not get into the more strategic elements of innovation and it felt a little disjointed. This is a great supplement to anyone who is looking to build out and refine their ideas.

this is the best book for innovation I have ever read, with methods, case studies, charts , numbers and reasoning , thank you for the writers, lots hard works

A good kickstarted to developing more thoughts/ideas on your own. Think of this as a cure for writer's block...in the business world.

A very straight forward, practical and applicable look at innovation strategies backed up by examples and thorough research. It provides a framework for developing specific strategies, one of the best business books you could read. The writers don't mess around, I wish them success in this book become a required text.

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