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Executing Innovation: Expert Solutions to Everyday Challenges

By Harvard Business School Press

Harvard Business Review Press. Paperback. Book Condition: new. BRAND NEW, Executing Innovation: Expert Solutions to Everyday Challenges, Harvard Business School Press, The Pocket Mentor series offers immediate solutions to the challenges managers face on the job every day. Each book in the series is packed with handy tools, self-tests, and real-life examples to help you identify strengths and weaknesses and hone critical skills. Whether you're at your desk, in a meeting, or on the road, these portable guides enable you to tackle the daily demands of your work with greater speed, savvy, and effectiveness. Ideas are not enough: successful innovation requires people to pick up where the creative process leaves off. These people must take the creative idea and apply it to a real-life problem to design a new product, service, or process. They must construct a carefully articulated vision for the project, draw up a feasible financial plan, and advocate the project over the whole course of its development and implementation. This book teaches you how to execute an innovation from start to finish: - Develop a vision statement that stands up to evaluation criteria - Build a strong business case to the stakeholders who will be affected -...



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Reviews

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