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agree to that you require to
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Why don't you try to get
something basic in the
beginning? That's something
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comprehend even more around
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Woodson The Other Side Of
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“How do companies generate new ideas? And how do they turn those ideas into products? Hardly a week passes without someone

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publishing a book on the
subject. Most are rubbish.
But The Other Side of
Innovation: Solving the
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rather good ... In their new
book [the authors] address
two subjects that are

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usually given short shrift:
established companies rather
than start-ups and the
implementation of new ideas
rather than their
generation.”

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is about innovation inside
Enterprises. It does not
cover innovation inside
startups. This is a business
management book. The authors

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argue that there are usually
two ways to innovate; build
special innovation teams or
improve on existing
products.

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approach in a variety of
contexts. It delivers a
proven step-by-step guide to
executing (launching,
managing, and measuring)

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more modest but necessary
innovations within large
firms without disrupting
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This complete summary of the

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ideas from Vijay
Govindarajan and Chris
Trimble's book "The Other
Side of Innovation" shows
that companies are
struggling to make
innovation happen. Some give
their workers free time to

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Title Oct 2010

come up with new ideas, some have detailed processes for closing the loop between ideas and execution, and others put the burden of innovation on talented individuals.

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once important for business
success but somehow daunting
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new activities. With its
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emphasis on the importance
of implementation, the book

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how to execute an innovation
initiative within your
organization. You will learn
the importance of building a
dedicated team and how
current operations can limit

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of how to test ideas and use
the results to improve will
help you get the most out of
your efforts.

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In The Other Side of
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Trimble reveal how to
execute an innovation
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book by the two business
school professors.

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of Innovation MODEL 1

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MOTIVATION MODEL 2 • Strategy

: Operate efficiently and

complete INNOVATION = IDEAS +
PROCESS on cost.

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new ideas? And how do they
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perspectives on purpose-
driven innovation.

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approach in a variety of
contexts. It delivers a
proven step-by-step guide to
executing (launching,

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Execution Challenge
(managing, and measuring)
more modest but necessary
innovations within large
firms without disrupting
their bread-and-butter
business.

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