

Unlock the Power of Innovation: How to Manage It, Measure It, and Profit From It



Making Innovation Work: How to Manage It, Measure It, and Profit from It, Updated Edition by Tony Davila

★★★★☆ 4.5 out of 5

Language : English
File size : 9169 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 401 pages



In today's rapidly evolving business landscape, innovation is no longer a luxury but a necessity. Organizations that embrace innovation thrive, while those that resist it risk falling behind. However, managing and measuring innovation effectively can be a daunting task.

That's where the updated edition of our acclaimed book, "How to Manage It, Measure It, and Profit From It," comes in. This comprehensive guide provides a step-by-step framework for fostering innovation, tracking its impact, and driving profitability.

What's New in the Updated Edition?

The updated edition of our book includes the latest trends and best practices in innovation management, including:

- How to create a culture of innovation that empowers employees at all levels
- How to develop a robust innovation pipeline that generates a steady stream of new ideas
- How to use data and analytics to measure the impact of innovation
- How to link innovation directly to business outcomes, such as revenue growth and customer satisfaction
- How to build a business case for innovation that secures funding and buy-in from stakeholders

Real-World Success Stories

Throughout the book, we share real-world case studies of organizations that have successfully managed and measured innovation, including:

- Google: How the search giant fosters a culture of innovation that has led to groundbreaking products like Gmail and Google Maps
- Our Book Library: How the e-commerce behemoth uses data and analytics to drive innovation and improve customer experience
- 3M: How the multinational conglomerate has built a reputation for innovation through its commitment to research and development

Proven Techniques and Tools

Our book is packed with proven techniques and tools for managing and measuring innovation, including:

- The Innovation Maturity Model

- The Innovation Scorecard
- The Return on Innovation (ROI) Calculator

About the Authors

Our book is written by a team of leading experts in innovation management, including:

- Robert G. Cooper, PhD, is the father of innovation management and the author of over 30 books on the topic
- Scott J. Edgett, PhD, is a professor of innovation and entrepreneurship at the University of Texas at Austin
- Cynthia K. Praeger, PhD, is a professor of marketing and innovation at the University of North Carolina at Chapel Hill

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Don't miss out on this essential guide to managing and measuring innovation. Free Download your copy of "How to Manage It, Measure It, and Profit From It, Updated Edition" today!

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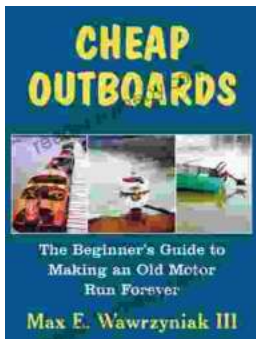
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