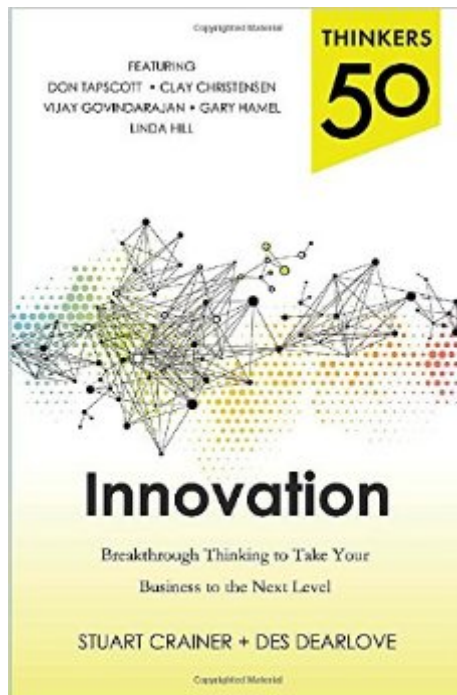# Thinkers 50 Innovation: Breakthrough Thinking To Take Your Business To The Next Level

Synopsis

The World's Leading Business Minds on Today's Most Critical Challenges Featuring VJ Govindarajan, Linda Hill, Clay Christensen, and many more "Thinkers50 is now established as the definitive ranking of global thought leaders." -- Professor Costas Markides, London Business School Innovation used to separate extraordinary companies from average companies. Today, it's making the difference between those that succeed and those that outright fail. Business leaders have no choice: innovate or die. Stuart Crainer and Des Dearlove, creators of Thinkers50, bring you the very latest thinking on the subject of business innovation. Citing the ideas and insights of the world's leading thinkers and business practitioners, the authors present a guide to business innovation that will put you ahead of the competition. Chapters include: Disruptive Innovation Co-creating the Future Opening Up Innovation Innovating Management Leading Innovation Where Innovation Meets Strategy Where Innovation Meets Society Each book in the Thinkers50 series provides authoritative explanations of the concepts, ideas, and practices that are making a difference today, including specific examples and cases drawn from the original sources. "Innovation is where the worlds of business and creativity meet to create new value," Crainer and Dearlove write. Today's customers are more demanding than ever. They want the best, coolest, most advanced product available. If you don't deliver it, your competitor will. Read Thinkers50 Innovation and learn how to apply the best ideas from the brightest minds in business innovation.

Book Information

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Customer Reviews

This is one of the volumes in a series published by McGraw-Hill Education and co-authored by Stuart Crainer and Des Dearlove. They wrote it in response to that question.I really like the basic concept: Crainer and Dearlove selected a major business subject such as innovation and then asked, "Which cutting edge thinkers should we consult to share their thoughts about this?" They had already read their books and articles and even interviewed several of them. A generous selection of the most valuable material they obtained is provided in this volume. The first chapter is called, appropriately, "How We Got Here." That is, how perspectives on innovation have evolved over time.* * *Here is one of the Q&As from an interview of Clay Christensen:C&D: What exactly is disruptive innovation?CC: Disruptive innovation has a very specific meaning. It is not a breakthrough innovation that makes good products a lot better. It has a very specific definition, and that is that it transforms a product that historically was so expensive and complicated that only a few people with a lot of money and a lot of skill had access to it. A disruptive innovation makes the product so much more affordable and acceptable that a much larger population has access to it.And so it creates new markets. But the technology leaders who made the complicated, expensive stuff find it very hard to move in the direction of the affordable and simple because that is so incompatible with their business model. And so it's almost a paradox within itself.

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