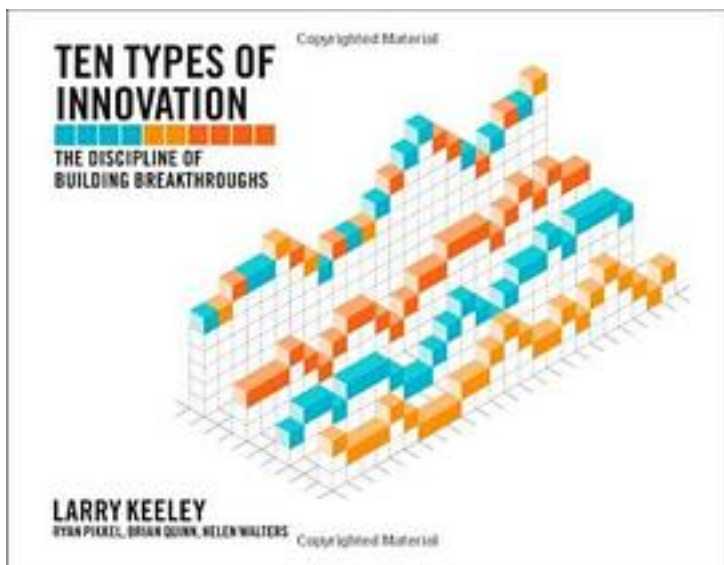


Ten Types of Innovation



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著者:Larry Keeley

出版者:Wiley

出版时间:2013-4-15

装帧:Paperback

isbn:9781118504246

This title covers 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 groupings - the "Ten Types of Innovation" - that provided insight into innovation. "The Ten Types of Innovation" 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. It details how you can use these innovation principles to bring about meaningful - and sustainable - 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.

作者介绍:

目录:

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标签

商业

设计

创新

Innovation

Entrepreneurship

英语

策略

方法

评论

本来以为是一本垃圾书 没想到有些细节还蛮有趣的
但对于我这种已经修过+自学很多innovation和entrepreneurship的人来说还是稍微小儿科了一点 Deloitte就靠这本书活了这么多年吗……

上霸道总裁的课

十种创新类型教您提高生产创造力，进而形成持久的创新文化。 1) 创新是什么，创新需要哪些条件； 2) 创新的10种类型； 3) “产业创新分析”需要什么； 4) 如何确立和使用“创新策略”。

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书评

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