

Discovering Creative Solutions to Everyday Challenges (Leading from the Center)



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在线阅读本书

There is no doubt that innovation drives organizational growth, boosts profits, and enables companies to beat their competition. Yet even the best managers are not always able to advance novel ideas that result in practical solutions. Drawing on the in-depth research of Duke CE, *Discovering Creative Solutions to Everyday Challenges* provides leaders with a framework to guide innovation in their organizations. Each chapter highlights a critical phase for the manager—from identifying the right challenges and developing a deep understanding of them, to marshalling the appropriate resources and implementing the solutions. Detailed case studies from many industries illustrate how managers broke through stale thinking to deliver remarkable results for their companies. Whether a business professional seeks to develop a groundbreaking solution or just an incremental improvement to a product or process, this book shows how to get the job done.

作者介绍:

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