

Sustained Innovation Management



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Managing radical innovation successfully is key to growth. It involves making decisions on risky projects and unknown markets with a high growth potential. Based on nearly 40 best practice cases, this research work identifies the main management challenges related to radical innovation and discontinuous technologies and explores concrete solutions. The practice cases selected from over 90 interviews with global technology-driven companies are framed in an overall strategic management concept that helps navigate through some the most difficult phases in a radical innovation project. The book presents a large number of processes, organizational structures and management tools that aid strategic decision-making related to radical innovation and discontinuous technologies. It will enable practitioners to recognise and take advantage of the hidden opportunities that radical innovation and discontinuous technologies present.

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