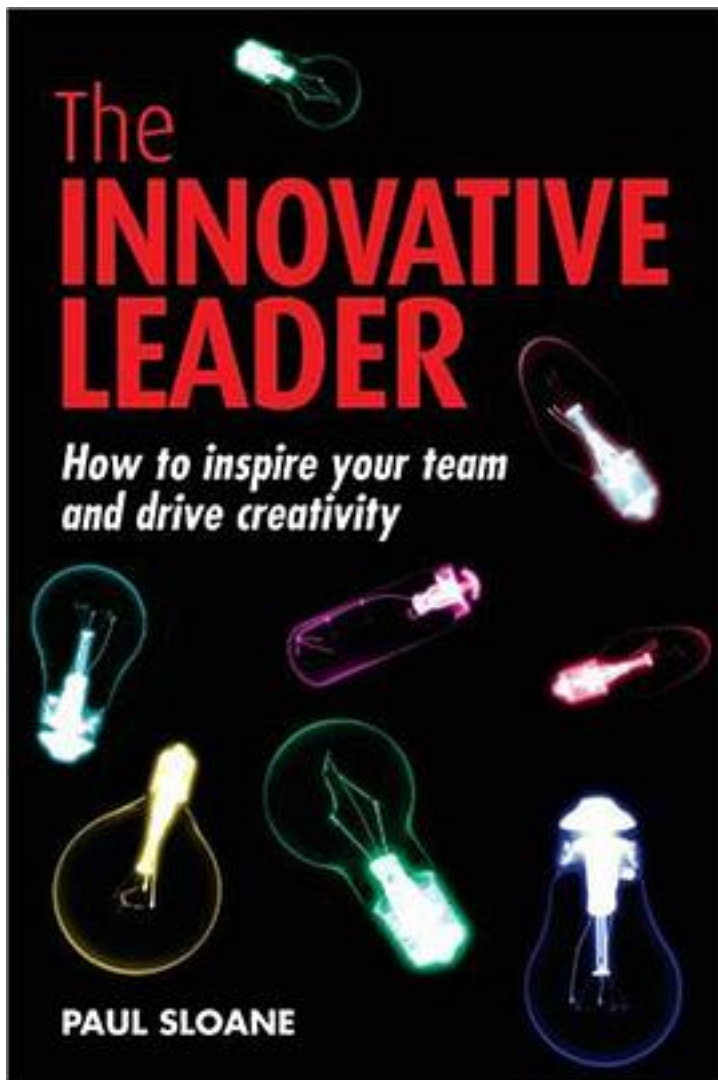


# The Innovative Leader



[The Innovative Leader\\_ 下载链接1](#)

著者:Sloane, Paul

出版者:Kogan Page Ltd

出版时间:2007-7

装帧:Pap

isbn:9780749450014

The Innovative Leader stresses the importance of innovation and creativity in modern business to help organizations secure competitive advantage over rivals. It shows how to apply methods of innovation and creativity to the individual, to business peers, and to the organization. Author Pual Sloane demonstrates the importance of setting out your vision clearly and emphasizes the need for continual evaluation of the process. Numerous international examples illustrate how organizations such as Virgin, Body Shop, Disney, and 3M have benefited from this approach, encouraging excellence and entrepreneurship through challenging goals that keep employees motivated and engaged.

作者介绍:

目录:

[The Innovative Leader\\_ 下载链接1](#)

标签

评论

-----  
[The Innovative Leader\\_ 下载链接1](#)

书评

-----  
[The Innovative Leader\\_ 下载链接1](#)