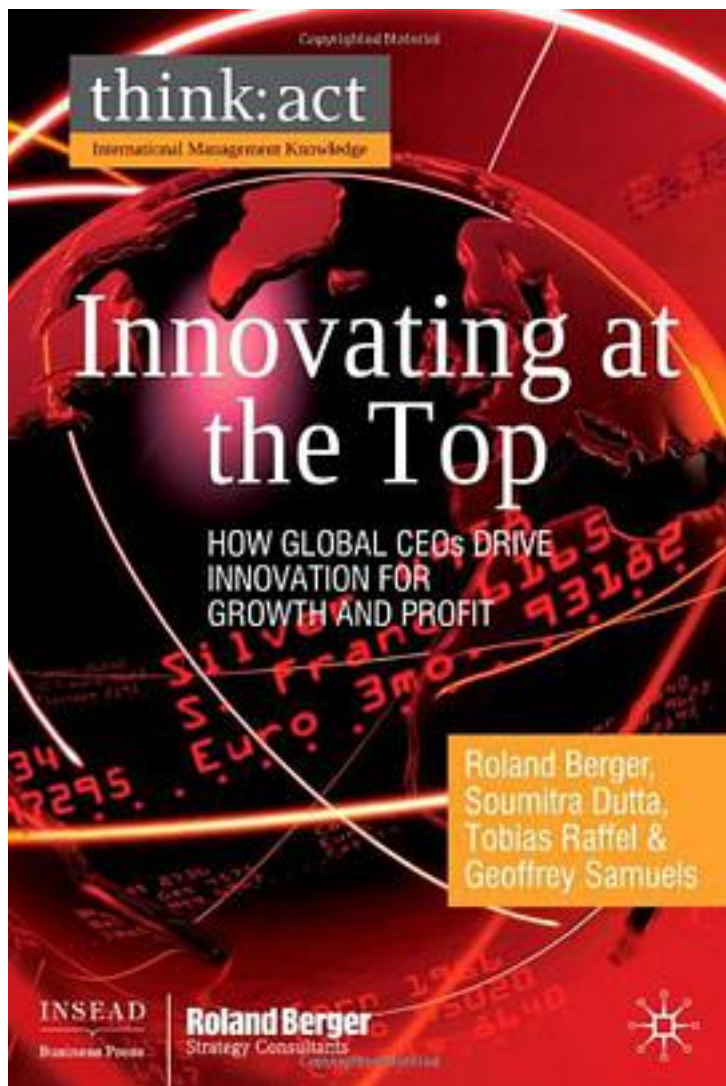


Innovating at the Top



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More than ever, today's rapidly changing global markets increase the risks and rewards for innovations. But amidst rising uncertainties and greater competition, can CEOs improve the chances for successful innovation? Innovating at the Top presents revealing interviews with CEOs at nine highly innovative international corporations -- Bosch, Genentech, Infosys, Nokia, Research in Motion, SAP, 3M, Toyota, and Unilever - to gain their views how to encourage and support innovation. When CEOs across three continents express many similar opinions about stimulating innovation, it is clear there are fundamental principles and methods all CEOs should explore to spin up the flywheel of innovation. Innovating at the Top distils 10 Key Innovation Drivers from insightful CEO recommendations and advice. These innovation management practices can help every CEO consider proven ways to raise the probability a company can reach and sustain stronger innovative performance.

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