

Leadership for Innovation



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著者:Adair, John

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New ideas and new ways of doing things are one of the main ingredients in sustained business success, but how does one create the right conditions for innovation?

Leadership for Innovation will help readers create an innovative climate that encourages the development of new products and services. Drawing upon real-life examples including Google, Honda and 3M, John Adair sets out practical ways for bringing about change in organizations. As well as identifying the characteristics of an innovative organization, he discusses key topics such as organizing for team creativity; motivating creative people, how to build on ideas and how to be a creative leader and team member.

Leadership for Innovation shows how to inspire teams to go one step further and generate the kind of ideas that are the foundations of future success.

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