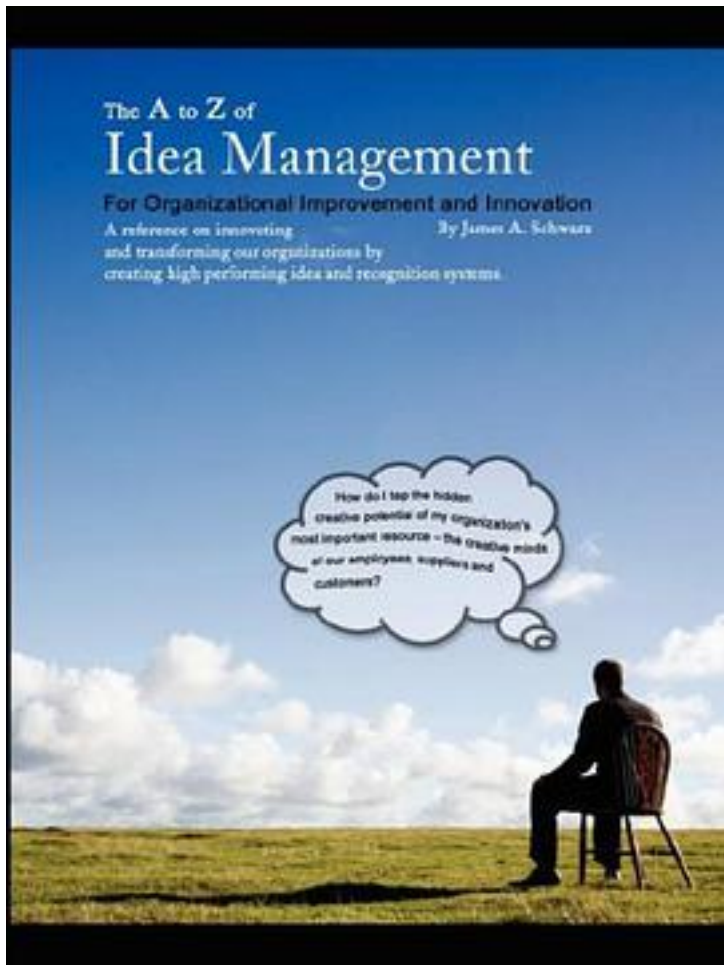# The to Z of Idea Management for Organizational Improvement and Innovation



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著者:Schwarz, James, Arthur

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Business survival in this highly competitive world requires a shift to true listening. We must listen to our customers, to our suppliers, and to our employees if we want measurable improvements and successful innovation. Listening requires a new kind of business culture - a culture grounded in coaching, customer focus, and an effective idea system. The A to Z of Idea Management for Organizational Improvement and Innovation is the one resource you need to set up and manage a high performing idea and recognition systems. It explains how to avoid problems that can undermine idea systems: .How hierarchical management derails the idea train. .Why cash awards fail to inspire ideas. .How egos and slow response time kill innovation. It outlines and explains everything you need to tailor a unique, effective and dynamic idea system for your organization: .Six ways to harvest ideas from employees, suppliers, and customers. .Key elements of a successful idea process and clear paths to implementation. .How to reward good ideas both legally and cheaply. .How to champion innovation with publicity and best practice measurements. And much more Whether your organization wants to update an outmoded suggestion system or start harvesting ideas for the first time, this book contains everything you need to begin.

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