

No-Nonsense Innovation



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Bill Lowe, the Father of the IBM PC, and Cary Sherburne, a well-known author, consultant, and journalist, bring more than 70 years of combined experience in the high tech industry to bear in the creation of No-Nonsense Innovation, a blend of insight, practical advice, and the no-nonsense philosophy of Pragmatic Innovation. For Lowe, the opportunity to develop the IBM PC gave birth to a no-nonsense process for infusing innovation into the culture of an organization, which he calls Pragmatic Innovation. Lowe explains how Pragmatic Innovation can boost the bottom line and the innovation footprint of organizations of any size, industry, and discipline, with never-before-told inside stories linked to both success and failure in innovation. This no-nonsense approach to innovation provides business owners and managers with a step-by-step process that makes it easier than ever before to leverage innovative practices for business success. This is one business book you will not want to miss

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目录:

[No-Nonsense Innovation_下载链接1](#)

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