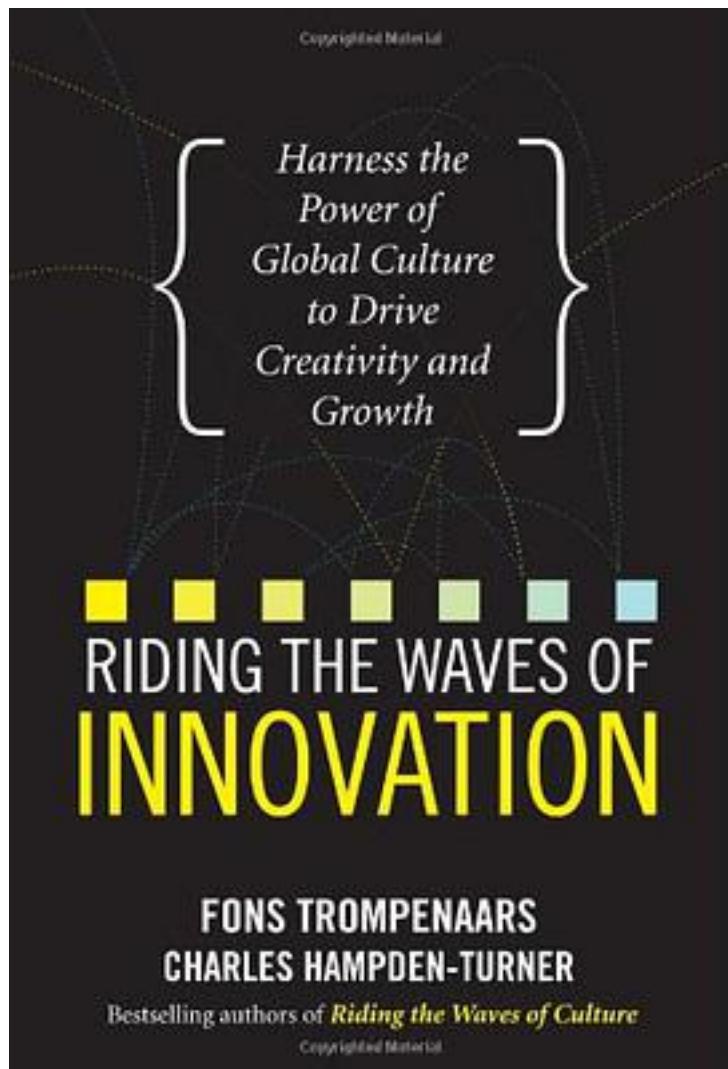


# Riding the Waves of Innovation



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Create a global culture of innovation to thrive in any economic condition. The newest work from two of the world's leading authorities on cross-cultural management, "Riding the Waves of Innovation" applies the latest, most sophisticated research available to one of the most critical issues in business today: innovation. This is a bestselling cross-cultural management masters. In this title, Fons Trompenaars and Charles Hampden-Turner offer a brand-new set of approaches that help you boost innovation in your organization - in all locations around the world, regardless of cultural differences. The secret is to carefully address three levels of the global innovative culture: the Individual - foster personal creativity and inventiveness using such methodologies as the Myers Briggs Type Indicator and Kolb's Learning Style Inventory, and build effective teams; the Team - encourage innovation from teams by defining the role best suited for each individual and facilitating the tensions between the roles; and, the Organization - build a global culture of innovation by applying the author's in-depth research on topics such as adaptation/flexibility, tasks/goals, structure/reliability, and loyalty/commitment. The successful creation of innovative culture marks the difference between business failure and success in the future. "Riding the Waves of Innovation" is your blueprint for building a company that will remain strong and sustainable in the coming years.

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