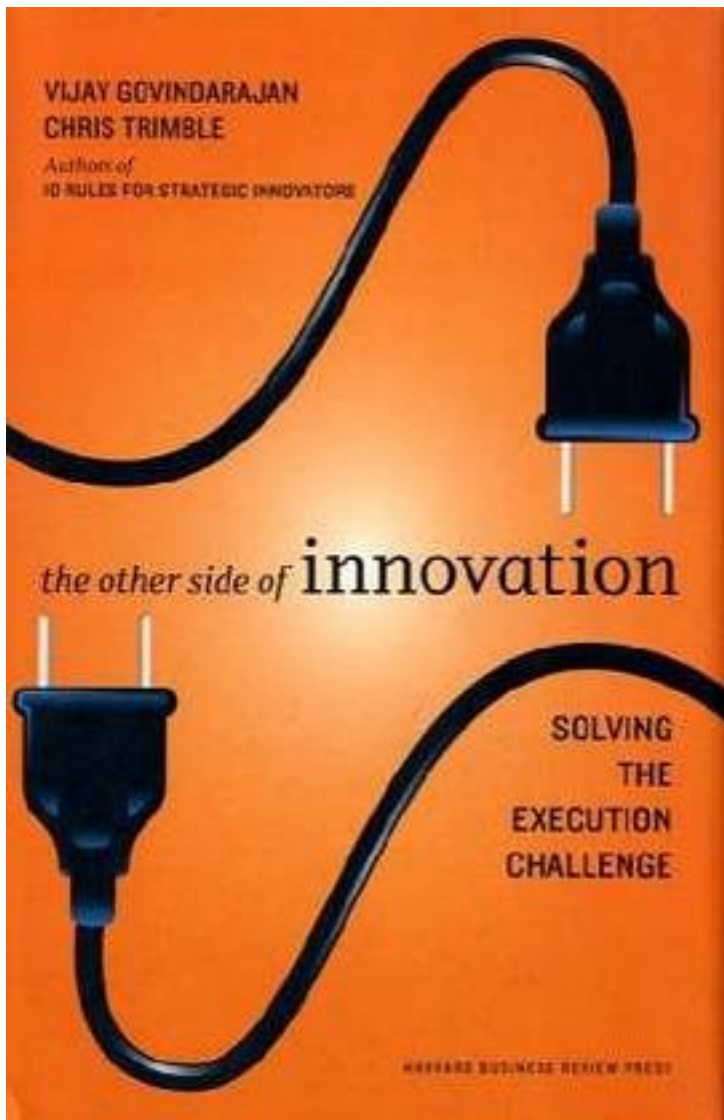


# The Other Side of Innovation



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Companies can't survive without innovating. But most put far more emphasis on generating Big Ideas than on executing themturning ideas into actual breakthrough products, services, and process improvements.

That's because ideating" is energizing and glamorous. By contrast, execution seems like humdrum, behind-the-scenes dirty work. But without execution, Big Ideas go nowhere.

In *The Other Side of Innovation*, Vijay Govindarajan and Chris Trimble reveal how to execute an innovation initiativewhether a simple project or a grand, gutsy gamble.. Drawing on examples from innovators as diverse as Allstate, BMW, Timberland, and Nucor, the authors explain how to:

**Build the Right Team:** Determine who'll be on the team, where they'll come from, how they'll be organized, how much time they'll devote to the project, and how they'll navigate the delicate and conflict-rich partnership between innovation and ongoing operations.

**Manage a Disciplined Experiment:** Decide how team members can quickly test their assumptions , translate results into new knowledge, and measure progress. Give innovation leaders a tough but fair performance evaluation.

Practical and provocative, this new book takes you step-by-step through the innovation execution processso your Big Ideas deliver their full promise.

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