

The power of strategy innovation: a new way of linking creativity and strategic planning to discover great business opportunities

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Abstrak

Strategic planning sounds business-as-usual dull, while innovation conjures up images of corporate vision and risk-taking. The truth is, the two must be brought together for companies to excel in dynamic markets. The Power of Strategy Innovation presents a five-phase Discovery Process for staging, aligning, exploring, creating, and mapping the paths between analytical, numbers-oriented, day-to-day planning and market-centric, discovery-driven innovation that focuses on the future. This edition updated in 2013 to include a new Preface and Epilogue, describing the emergence of Enterprise Innovation.