

The seeds of innovation: cultivating the synergy that fosters new ideas

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20438330&lokasi=lokal>

Abstrak

Breakthrough innovation is a prerequisite for success in almost any organization, yet the actual management of innovation has only recently begun to receive the attention it deserves. Here, innovation thought leader Elaine Dundon offers a ""how-to"" prescription for building creative and strategic innovation skills at all levels of an organization (rather than focusing on decision-making levels only) -- and explains how to produce measurable results that translate directly to the bottom line.