

# **The Corporate Startup : How Established Companies Can Develop Successful Innovation Ecosystems**

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## **Abstrak**

The Corporate Startup is a practical guide for established companies that aspire to develop and sustain their innovation capabilities. - The world around us is changing rapidly. There is now more pressure on established companies to innovate. - The challenge most companies face is how to develop new products for new markets, while managing their core business at the same time. - The principles and practices outlined in this book provide companies with a blueprint of how to manage innovation while they execute on their core business. - The Corporate Startup provides frameworks, visualizations, templates, tools and methods that can be easily applied to develop new products and business models. This book helps organisations of all sizes to manage innovation. This playbook uses illustrated step-by- step guides to lead the reader through the processes to create an ecosystem that nurtures innovation at every level in a business. - Jury CMI Management Book of the Year. Big companies need to innovate or die. The question is how. Companies need a playbook; a process by which they can start the process of transforming their organizations into innovation engines. The Corporate Startup is that playbook. It provides a proven methodology --applying Lean Startup principles and more-- for building a culture of innovation. - Ben Yoskovitz, Co-Author of Lean Analytics and Founding Partner at Highline BET