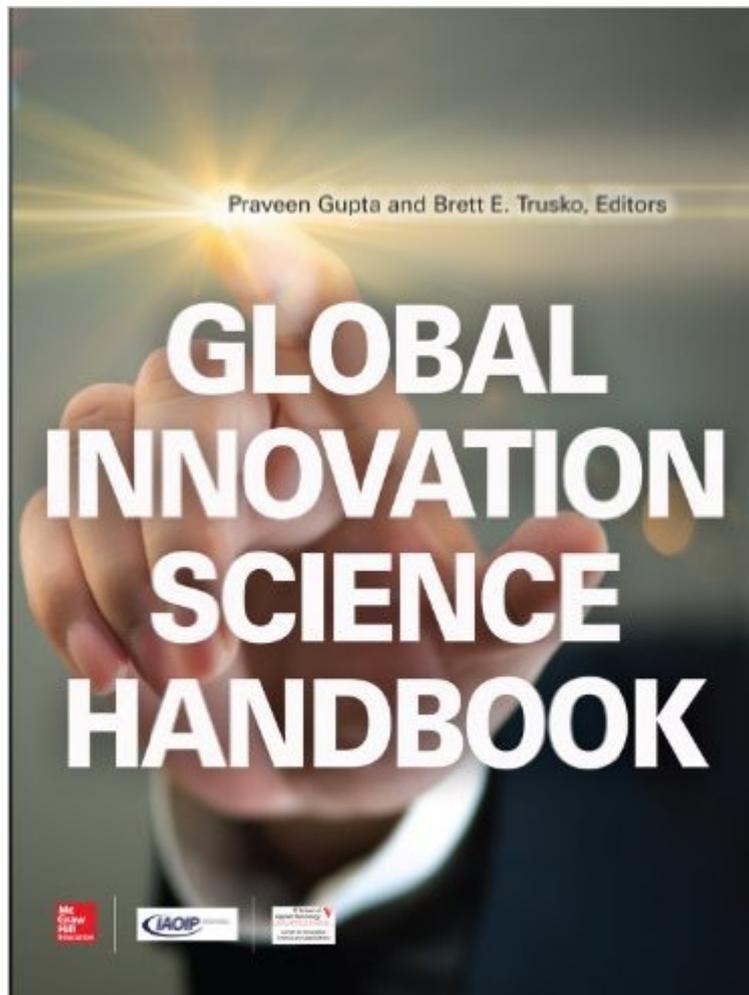


The book was found

Global Innovation Science Handbook



Synopsis

A comprehensive guide to the science, art, tools, and deployment of innovation, brought together by two Editors of the prestigious International Journal of Innovation Science, with ground-breaking contributions from global innovation leaders in every type of industry. Innovation has become a widely recognized strategic tool to achieve bottom-line results and increase shareholders' value. Most books on innovation address only a single aspect or are tailored to a specific industry. Global Innovation Science Handbook includes chapters on every aspect of innovation from the perspective of different industries, both private and public, making it a complete, authoritative source for learning about innovation. Innovation leaders and experts from around the world share their knowledge and experiences in this work. The book spans from concepts to commercialization of the innovation process, its management in an organization, a maturity model to assess organizations' growth in deploying innovation, and an innovation index. Case studies share the field experience, making innovation easy to implement for readers across all industries. Covers creativity tools, idea management, innovation methodologies, measurement, deployment, and sustaining return on innovation. Includes case studies from different types of organizations, both public and private, from varied industries: healthcare, consumer products, nanotechnology, education, information technology, and biotechnology. Edited and organized by the former and current Editors of the International Journal of Innovation Science, with a veritable "Who's Who" of the global innovation world contributing their work.

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Customer Reviews

As an author of almost 40 books over the past 20 years, I was pleased to have been personally involved in this 2-year development 'project' and you will also, The promise of this book is that you will find in this seminal Handbook many of the keys to survival in the business-place of today and tomorrow. The fact is that competition from 'the four corners of the earth' and other new players in the ecosystem have convinced many of our clients to take a more aggressive approach to the development of new products, programs and services as they look to reclaim their market position and solve thorny systemic problems and issues, such as productivity, quality and theft. This Handbook will help organizations to develop more effective leadership, implement innovation strategies to develop and manage people, knowledge and processes, collaborate, and invest in the delivery of growth through innovation. The benefits to business include growth in turnover and profitability, greater staff engagement, responsiveness to market and customer requirements, improved product and service design and quality, attracting investment, etc.

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