
By Jeffrey Phillips

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Relentless Innovation: What Works, What Doesn’t and What That Means for Your Business, Jeffrey Phillips, You can’t ask for more than efficient, effective operations. Or can you? Given today’s business landscape—increasing customer demand, global competition, lower trade barriers—being good isn’t enough. This groundbreaking guide provides the knowledge and tools you need to transform your organization from a well-run company to a relentlessly innovative company. Innovation expert Jeffrey Phillips has helped businesses around the world achieve the dream—the implementation of innovation as a consistent business discipline. In Relentless Innovation, he reveals his secrets for the first time. Phillips argues that today’s typical business models actually impede innovation because they place so much focus on efficiency, cost cutting, and short-term gain. Does this describe your business model? If it does, you need to revisit your approach and redefine your idea of what success actually is. You may find that your “business as usual” processes actively reject innovation efforts. Relentless Innovation has everything you need to strike the right balance between efficiency and innovation. Striking that balance will help your firm: Become proactive instead of reactive Create a more engaged workforce Establish deeper...

Reviews

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Chapter 1: The Mythology of Innovation

In this chapter, we examine the myths that surround innovation and the misconceptions that arise based on these myths. These myths create overly simplistic explanations for innovation success, and they cause individuals and firms to place importance on factors that do not significantly contribute to innovation. Understanding these myths is crucial for developing a more nuanced and realistic perspective on innovation.

Distributed ledger technologies (DLTs) are rewriting conventional notions of business transacting, creating fresh opportunities for value creation and capture. Using qualitative interview data as a primary resource, the proposed five-point model synthesizes these possibilities, demonstrating how they may lead to disruptive innovation.

Innovation expert Jeffrey Phillips has helped businesses around the world achieve the dream of boosting the bottom line. But what does business innovation mean, exactly? And what are some examples of it in practice? Let's discuss your workspace needs. Fields marked with an * are required. Full name *. More than ever, employees want to work for mission-driven, fast-moving companies that they believe have a bright future.

4. Brand perception. Consumers are more willing to buy from companies they perceive to be innovative and socially conscious.