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In their new book [the authors] address two subjects that are usually given short shrift: established companies rather than start-ups and the implementation of new ideas rather than their generation. ”

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Companies are struggling to make innovation happen. Some give their workers free time to come up with new ideas, some have detailed processes for closing the loop between ideas and execution, and others put the burden of innovation on talented individuals.

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vijay govindarajan

In The Other Side of Innovation, you will learn how to execute an

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innovation initiative within your organization. You will learn the importance of building a dedicated team and how current operations can limit progress. An understanding of how to test ideas and use the results to improve will help you get the most out of your efforts.

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In *The Other Side of Innovation*, Vijay Govindarajan and Chris Trimble reveal how to execute an innovation initiative. This is Peter Modigliani's summary of this book by the two business school professors.

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“ How do companies generate new ideas? And how do they turn those ideas into products? Hardly a week passes without someone



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There is an alternative... another side to corporate growth... one that grows with purpose and responsibility to society. In the new book *The Other Side of Growth: An Innovator ' s Responsibilities in an Emerging World* , nine experienced innovators from around the world have come together to share their perspectives on purpose-driven innovation.

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The Other Side of Innovation codifies this staged approach in a variety of contexts. It delivers a proven step-by-step guide to executing (launching, managing, and measuring) more modest but necessary innovations within large firms without disrupting their bread-and-butter business.

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In The Other Side of Innovation, Vijay Govindarajan and Chris

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Trimble reveal how to execute an innovation initiative--whether a simple project or a grand, gutsy gamble.. Drawing on examples from...

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