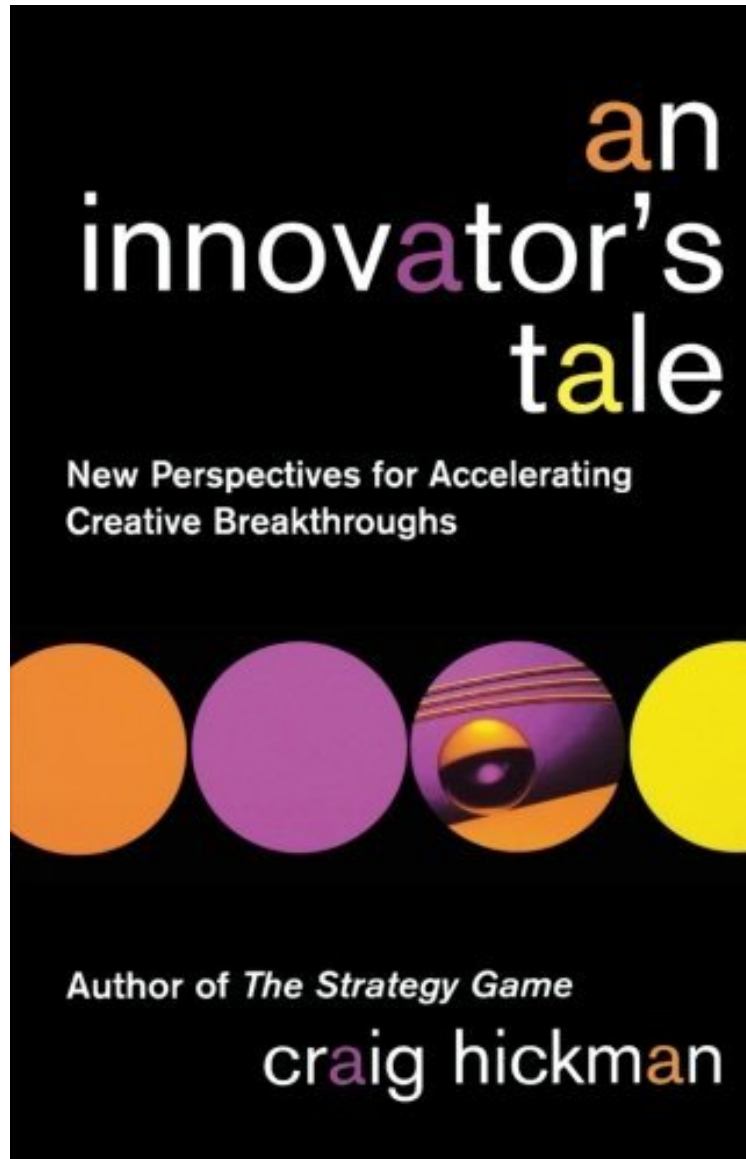


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An Innovator's Tale: New Perspectives for Accelerating Creative Breakthroughs

Craig Hickman

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Craig Hickman : An Innovator's Tale: New Perspectives for Accelerating Creative Breakthroughs before purchasing it in order to gauge whether or not it would be worth my time, and all praised An Innovator's Tale: New Perspectives for Accelerating Creative Breakthroughs:

1 of 1 people found the following review helpful. Refreshing and excellent way to look at innovationBy Bill HughesBrilliant! Perfect for a new generation of business leadership. Hickman presents compelling fresh ideas for

innovation embedded in an almost real business setting. The result: comprehensive principles that are easily retained and applied. The book brings to life a young, inexperienced business leader who finds her way through corporate betrayal facing the challenge of rebuilding a once prosperous family company now a under siege by a billion dollar rival. With so much at stake, innovation is not only the key to the companies survival, but also the key to protecting lives of the innovators. Finally, for those of us with stacks of business textbooks on one side of the desk, and Grisham novels on the other... Hickman paves the way for middle ground. An Innovators Tale is both a refreshing and excellent way to look at innovation. 1 of 1 people found the following review helpful. An Innovator's Tale is an Innovative and Great Read By Shane Cragun Craig Hickman has written a new, refreshing, and innovative kind of business book. He has literally created a new genre that is exciting, and, I'm sure, one to be imitated. An Innovator's Tale teaches the reader worldclass business concepts and methodologies -- in this case focused on unlocking creativity and innovation -- in a novel format. The business concepts are solid and practical, and the novel is suspenseful and intriguing. The combination makes for an enjoyable read. I highly recommend this book for professionals who are looking for a better way to innovate and unlock the creative genius of their employees. 1 of 1 people found the following review helpful. Not another dry business book By A Customer I have to admit that I'm a really big fan of these anecdotal business-lesson fiction books that have been popular as of late. So 'An Innovator's Tale' was really up my alley. Where books like 'Cheese' are a bit too abstract at times, 'Innovator's Tale' has a firm grasp on the realities of business, but keep it interesting and fun to read. I strongly recommend this for people tired of dry, buzzword-heavy business books.

A compelling novel of business intrigue, suspense, and transformation from a critically acclaimed author In an exciting departure from his writing on leadership, corporate culture, and strategic change, Craig Hickman, the author of such titles as *Creating Excellence* and *Mind of a Manager*, *Soul of a Leader*, gives us a compelling tale of corporate intrigue and innovation. A suspenseful business novel that engages the reader on every dramatic level while teaching important lessons on how to be a more effective innovator and creative problem-solver, *An Innovator's Tale* focuses on the trials and tribulations of a newly promoted vice president who has been thrust into a world of corporate turnaround, duplicity, and espionage. Readers learn by her example as she discovers and applies four different levels and five critical stages of innovation, while struggling to contain containing the damage done by stolen business secrets, computer hacking, and high-level company officers who are not quite what they seem to be.

From Publishers Weekly The logic is easy to understand. If one is going to write a book about innovation, why not take an innovative approach and present the argument in the form of a novel? That's what Hickman (*Mind of a Manager*; *Soul of a Leader*) does in his story about a relatively small snack food company's attempt to stay ahead of, and independent from, a far larger competitor that sounds suspiciously like Nabisco. The problem is, the approach doesn't work. In an attempt to create a suspenseful narrative, business problems like corporate espionage that have nothing to do with innovation get lots of attention, while Hickman's thoughts about innovation (which build off Clayton Christensen's *The Innovator's Dilemma* and *The Alchemy of Growth*) get short shrift. Hickman's four stages of innovation (imagine, integrate, isolate and illuminate) and four manifestations of innovation (incremental, insightful, inventive, ingenious) are good, but never fully developed. At the same time, the characters are one-dimensional, the dialogue flat and the action not particularly riveting. As a novel, the book lacks artistry; as a business guide, it's missing substantial detail. The result is that Hickman proves the point he set out to make: innovation is even harder than it looks. Agent, Michael Snell. Copyright 2001 Cahners Business Information, Inc. "This book is a cracking good tale of corporate corruption, mortal danger and triumphant innovation with a love interest thrown in for good measure. Face-paced and easy to read, I could not put it down....well worth reading." (*Professional Manager*, May 2002) From the Inside Flap Carter-Crisp Foods is under the gun. Trapped in a losing battle with its biggest rival, the mighty Nibblers Corporation, everyone knows that the company will be sold if it can't develop new sources of revenue and profit. Now it's up to Taylor Zobrist, the new Vice President of Product Development, to do the impossible: develop and deliver a variety of innovative new products to market in only ninety days. Taylor must right the ship in a last-ditch effort to save the company and probably hundreds of jobs. It's the biggest challenge in her career, but one she's determined to conquer. Only rapid strategic innovation can save Carter-Crisp. But as Taylor spurs her development team into finding new sources of creativity, the stakes are rising. With Nibblers throwing its considerable resources into corporate espionage tactics, Taylor knows that there are only a few people she can trust. In this tale of corporate intrigue and espionage, one professional learns the secrets of innovation and survival in supercompetitive markets. The lessons she learns apply to managers at every level. The book teaches new techniques, new ways of thinking and evolving, and ways of overcoming the fear of change that destroys even the strongest companies. *An Innovator's Tale* will show you how to embrace and conquer change and turn a company into a paragon of innovative thinking. It goes beyond "thinking outside the box" and embraces new ways of imagining products and concepts. It offers the tools to reinvent a company through creativity, making it healthy and strong for the twenty-first century. *An Innovator's Tale* is a compelling and suspenseful novel that offers a great story and specialized guidance for managers who need to find

fresh ideas and fresh profit-- fast.