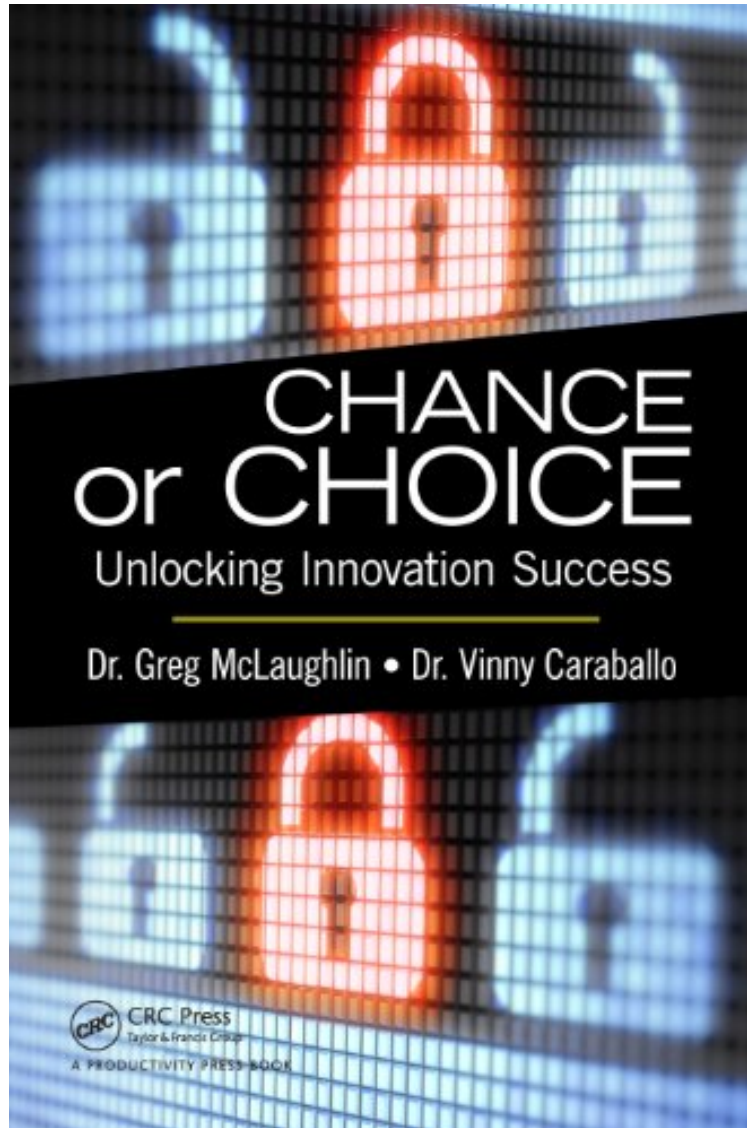


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Chance or Choice: Unlocking Innovation Success

Greg McLaughlin, Vinny Caraballo
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Greg McLaughlin, Vinny Caraballo : Chance or Choice: Unlocking Innovation Success before purchasing it in order to gage whether or not it would be worth my time, and all praised Chance or Choice: Unlocking Innovation Success:

Twenty-first century advances in technology, transportation, and business models have enabled companies of all sizes to enter markets once thought to be the exclusive domain of giant enterprises. In this environment, innovation has

emerged as the competitive differentiator that will propel companies to become global leaders. Supplying practical guidance for integrating innovation throughout the organization, *Chance or Choice: Unlocking Innovation Success* introduces the author's proprietary ENOVALE methodology. ENOVALE is a blueprint that provides leaders and managers of any organization with a strategic framework to initiate and maintain innovation and achieve a sustainable competitive advantage. What makes this book different is that it originates from decades of experience, cutting-edge research, and empirical evidence. The results come from the author's work on Project Impact, an ongoing multiyear global study to measure attitudes, opinions, and disposition of different cultures towards innovation. Expanding on the current definition of innovation, the book: Spells out a detailed "how-to" approach for those responsible for innovation leadership. Outlines practical solutions and time-tested strategies. Emphasizes the role of the individual as the ultimate innovator. Presents concepts that are applicable across a range of industries, including the services industry. Rather than relegating innovation to the RD and engineering functions, the book extends the ENOVALE framework into all functions of your organization. It also details a project strategy useful for any type of innovation to help you lead your teams in leveraging the innovative capabilities valued by your customers and users. Throughout the book, the authors outline the tools and concepts you will need to move your organization from simply surviving to thriving in today's brutally competitive global environment.

About the Author Ervin L. "Vinny" Caraballo is the CEO of Global Targeting, Inc., a management advisory firm with a focus on helping companies expand and improve operations through global business development and sourcing strategy, as well as applying innovation methodologies to build a competitive advantage. He developed his expertise and honed his skills through senior management positions at several global technology and consulting firms and involvement in entrepreneurial ventures. Consequently, he has advised clients in the United States, Latin America, and Asia. Prior to entering the private sector, he served as a U.S. Army aviation officer. As a scholar-practitioner, he has brought his management expertise and experience into the classroom as a professor of marketing, strategy, global operations, and supply chain management at numerous universities around the world. His interest in innovation research led him to create the Project Impact Institute, a global research and innovation certification-based organization that studies how culture impacts innovation. He has a doctorate in international business administration from Nova Southeastern University and an MBA from Webster University. Greg McLaughlin is senior vice president, research and development, at Global Targeting, Inc. Greg brings a broad set of research and practical expertise on innovation strategy, deployment, and ongoing success. Greg's most distinguished skill is his ability to interpret data and provide a common sense, practical application. He can look beyond the numbers to find a solution to complex problems. Greg can convert these findings into a usable set of information, whether it is in print or in conversation. His unique contribution to Global Targeting, Inc. has been the creation of the training materials and application of the ENOVALE methodologies. Greg can explain these integrated processes so thoroughly that it seems second nature to most individuals. As an analyst, a researcher, and a technology executive, Greg has helped design and develop innovative products, processes, and systems. His career has enabled him to work on such critical innovative projects as digital photography, unique consumer products, high-tech aircraft materials and design, redesigned medical devices, and software development. Cost savings alone from these projects exceed \$300 million. He honed his skills as a senior Six Sigma master black belt and quality management consultant, working directly with Dr. W. Edwards Deming. Greg has held a number of executive positions with such organizations as Reynolds Metals Company, Inthesis, Inc., and ADT Security Systems. He has international business advisory and instructional experience. He has authored numerous publications and training manuals, including the book *Total Quality in Research and Development*. His educational achievements include a doctorate in business administration from Nova Southeastern University, a master of science degree in statistics, and an undergraduate degree in meteorology from Florida State University. Greg was director of doctoral research at Nova Southeastern University and was instrumental in creating an innovative dissertation and course room process for the doctor of business administration degree at Capella University.