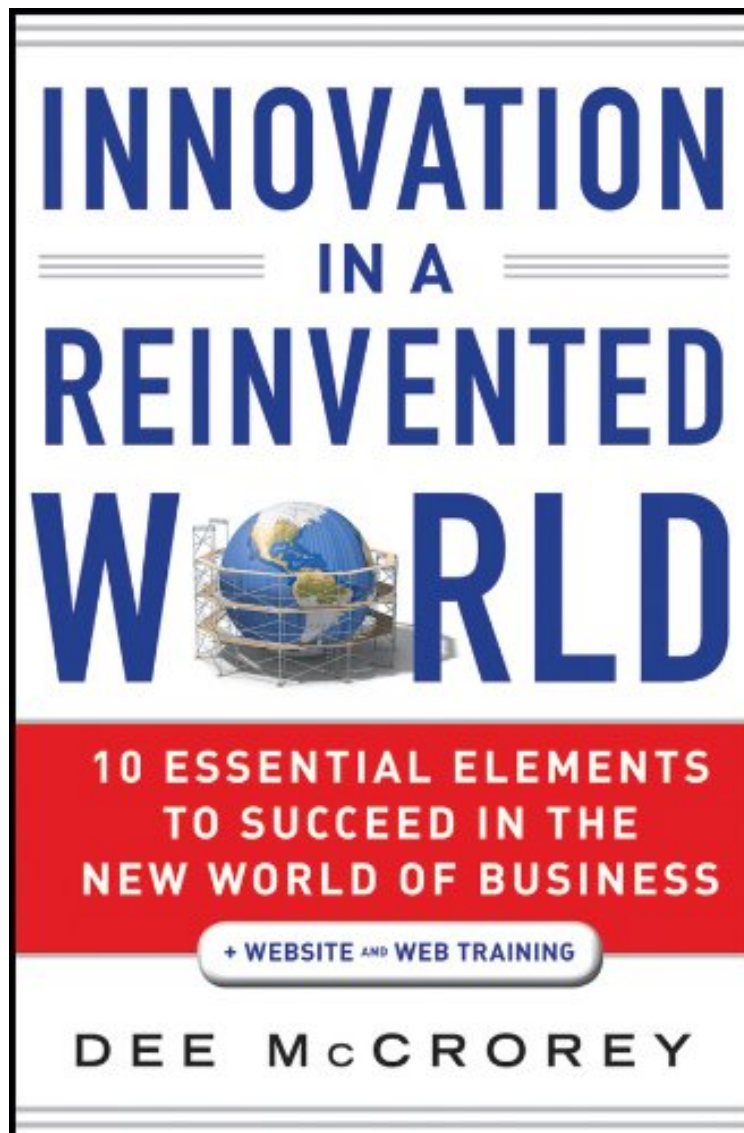


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Innovation in a Reinvented World: 10 Essential Elements to Succeed in the New World of Business

Dee McCrorey

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Dee McCrorey : Innovation in a Reinvented World: 10 Essential Elements to Succeed in the New World of Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Innovation in a Reinvented World: 10 Essential Elements to Succeed in the New World of Business:

2 of 3 people found the following review helpful. Timely Book Addressing Innovation Imperatives in a Reinvented World By Robert Brands Innovation is essential even more in the reinvented world we now live and operate in. Dee

McCrorey is her recently published book by Wiley "Innovation in a Reinvented World" has captured the right imperatives and ingredients that are needed to succeed. It is the guide on "how to create and sustain innovation in the current business environment". Actually the imperatives, between "Robert's Rules of Innovation" and her book, are fully aligned with tweaks like "Intrapreneurship", and "Networking Collaboration". She reaffirms key principles like Inspiration supported by Vision and Values, Risk Taking, Culture and Execution that have to be in place to create the essential holistic approach of Innovation with all Ten Imperatives. In her book she relied on Innovation Practitioners, best of breed in various industries to make the point and share Best Practices. Great interviews and examples. A worthwhile read for Innovation practitioners and novices alike to reconfirm or improve your efforts in today's world. 1 of 1 people found the following review helpful. Great Lessons for Thriving through the Years of Change Ahead By Nan This book came at a wonderful but difficult time for me. I'm changing from a highly structured, very technical position in a large corporation to an independent creative position. The transition is much larger than I expected and this book has helped to crystallize some of the issues and help me navigate some of the many large organizations with which I now interface. The different sections of the book are convenient for looking into directly what interests me at the moment or to quickly review something. At different times, various different sections of the book become much more relevant to my situation. I enjoy the organization which allows me to easily review the material summarized in tables to decide if it what I need at that moment and then read through more thoroughly once I find it. Most of all, it allowed me to gain advice from a wide variety of people that I might never have heard from otherwise. This has proved to be a tremendous resource and really opens a path for continuous learning on the subject of succeed in a rapidly changing world. 1 of 1 people found the following review helpful. Helpful guide for 21st Century business innovation By Eric Wentworth We're all still reeling from the onslaught of change...some good, some not so good...since the dawn of the 21st Century. Dee McCrorey has succeeded in identifying the ten key areas for business to innovate around in order to succeed during these challenging times. When I wrote my own book, A Plan for Life: The 21st Century Guide to Success in Wealth, Health, Career, Education, Place, Love...and You! I relied on the inspiration that Dee McCrorey's book provided. I consider it one of the core books in my own personal library. McCrorey utilizes case studies and interviews with business leaders to provide an insider view of what businesses face in the future. It is all handily organized into ten essential steps: 1. Visions and values 2. Entrepreneurship 3. Navigation 4. Responsible risk-taking 5. Disruption and discontinuity 6. Experimentation and exploration 7. Innovation and invention 8. Transition and training 9. Networking and collaboration 10. Execution McCrorey points out something that I'm surprised hasn't gotten more traction in the media...that the new century and the Great Recession will affect Americans for decades. The old rules no longer apply. Reinvention is the only hope for success...perhaps even survival. Yet many corporations, unable to accept or adapt to the new disruptive innovations, are destined to fail. As Peter Drucker points out, it is essential to exploit change to forge a path to success in the future. Change must be embraced...not feared. McCrorey points out the differences between old 20th Century thinking and the new world of business in the 21st Century. Innovation must be part of a company's "DNA." A focus on value creation, thoughtful risk-taking, and a global mindset are also important if a company wants to succeed. This book is an important piece of scholarship that every business owner, entrepreneur, and career professional should read. Reinvention and innovation are interconnected in the new world of business. As McCrorey points out so well, if you don't adopt it into your own mindset for the future, you may find yourself on the outside looking in. Note: There are more resources and tools available, as well as web-based training, at [...]. You can also visit [...] and enter the password REINVENTED to find links to more information.

A step-by-step guide to the 10 essential and practical skills a business needs to innovate and thrive in uncertain times. The reinvented world of business will profoundly impact America's leaders and workers in the decade ahead. Companies capable of transforming their organizations during this period of "Great Disruption" will thrive in the reinvented world however, the reverse holds true as well. Innovation in a Reinvented World reveals how transformation occurs when business leaders and their organizations apply these 10 Essential Elements, providing both a road map and definitive blueprint for companies of any size looking to bridge the old world with the new world of business. Discusses the "new courage" required for innovating in a reinvented world. Looks at 10 Essential Elements winning companies count on today. Innovation in a Reinvented World helps executives and leadership teams navigate and manage their organizations' inflection points in designing, building, and sustaining innovation—even through the post-recession playing field.