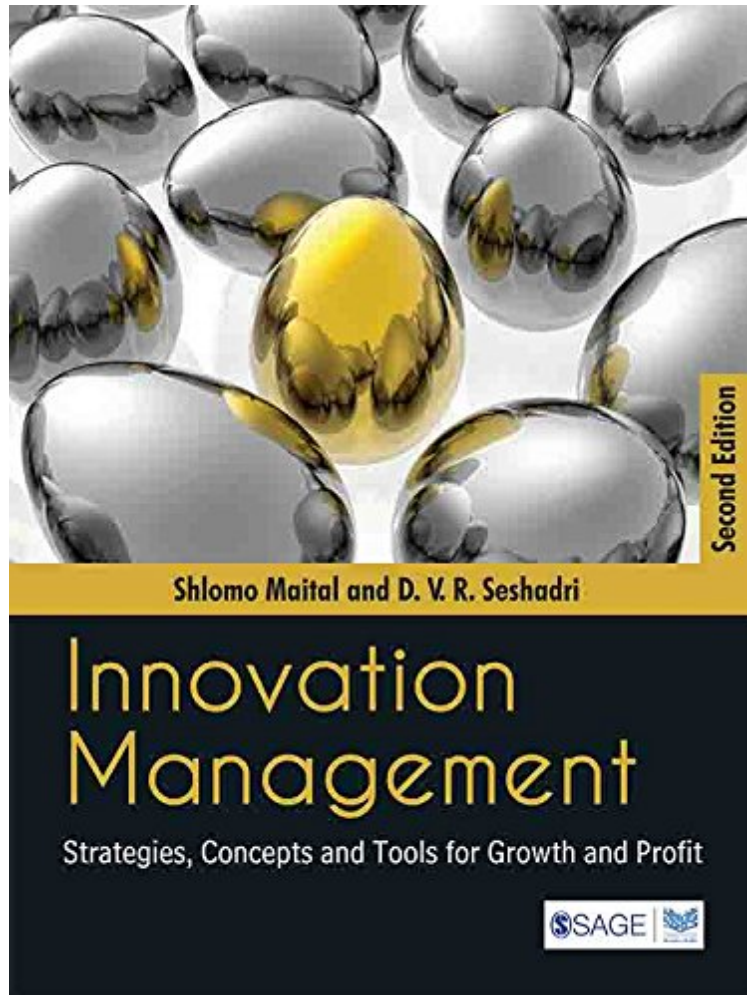


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Innovation Management: Strategies, Concepts and Tools for Growth and Profit (Response Books)

Shlomo Maital, D V R Seshadri
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Innovation Management: Strategies, Concepts and Tools for Growth and Profit is a unique book in the rapidly growing discipline of Innovation Management. It seeks to build on the experience from an earlier discipline; Competitive Strategy. It took more than two decades for practitioners to realize that successful strategy is driven by implementation, not by formulation. Similarly, successful innovation; the key to growth and profit; rests on disciplined management and implementation of the innovation process from start to finish. This book first answers

the key questions: Why innovate? How to innovate? Who innovates? It then provides 10 essential and practical tools to help innovators guide their ideas to marketplace success. Following the publication of the successful first edition, and in response to many readers' positive feedback for its case studies, the second edition contains a large number of new mini case studies about innovative start-ups, businesses, and ideas in the period of 2007–2012. Innovation Management shows how companies and individuals can transform creative ideas into powerful, sustainable, change-the-world businesses and emphasizes the crucial role of execution in implementing inspiring ideas.

A unique book in the rapidly growing discipline of innovation management...combines the extensive knowledge and international experience...provides full coverage of vitally important area of business...an ideal book for business school programmes and also provides guidance for executives and managers seeking better understanding of the value of innovation. --(Uday India, 2 November 2013) A unique book in the rapidly growing discipline of innovation management...combines the extensive knowledge and international experience...provides full coverage of vitally important area of business...an ideal book for business school programmes and also provides guidance for executives and managers seeking better understanding of the value of innovation. (Uday India, 2 November 2013) Innovation management is a unique book in the rapidly growing discipline of innovation management; combines the extensive knowledge and international experience of author; the book aims to teach readers in a systematic way how to effectively build winning business strategies and help companies achieve sustained growth and profit through innovation. The book provides full coverage of vitally important area of business; takes a unique multi-functional approach; this approach provides students with a full presentation of appropriate management theory and detailed coverage of practical concerns; an ideal book for business school programmes and also provides guidance for executives and managers seeking better understanding of the value of innovation. (46 Uday India, 2 November 2013) A unique book in the rapidly growing discipline of innovation management...combines the extensive knowledge and international experience...an ideal book for business school programmes and also provides guidance for executives and managers seeking better understanding of the value of innovation. (Uday India) About the Author Shlomo Maital was the academic director of Technion Institute of Management (TIM), Israel's leading executive leadership development institute and a pioneer in action learning methods (2001–09). He was Visiting Professor of Management of Technology M.Sc. program for 20 years at MIT Sloan School of Management, teaching over 1,000 RD engineers from 40 countries. He is the author, co-author or editor of eight books, including Global Risk/Global Opportunity (2010); Innovation Management (2007); Executive Economics (1994), translated into seven languages; Managing New Product Development and Innovation (2000). He was a pioneer in behavioural economics and co-founder of Society for Advancement of Behavioural Economics (SABE), an academic society of which he served as President. He has published over 80 scholarly articles in refereed journals. He has written guest editorials for Barron, and writes regular columns for Globes (Israel's business daily) and Jerusalem Report (fortnightly). He served as Director of the National Economic Planning Authority, Economics Ministry, Government of Israel. He has taught some 1,000 managers from 200 Israeli companies. His research currently focuses on profit-driven innovation how to combine creativity and discipline to achieve marketplace success and on leveraging business opportunities arising from the global downturn. D V R Seshadri is an Adjunct Faculty at Indian Institute of Management (IIM), Bangalore. His areas of interest are Business-to-Business Marketing, Corporate Entrepreneurship and Strategy. He holds a B.Tech. (Mechanical Engineering) from Indian Institute of Technology (IIT), Madras, M.S. (Engineering Sciences) from University of California, San Diego and a Fellow title (Doctorate) from IIM Ahmedabad, with specialization in Production and Quantitative Methods. He has over 15 years of industrial experience prior to joining academics since 2000. He teaches in the various programmes at IIM, Bangalore, in his areas of interest and at IIM, Ahmedabad, in the one-year executive MBA programme. He also teaches in various Executive Development Programmes at IIM, Bangalore. He works closely with several companies, providing them training/consulting services in his areas of expertise. Over the last 10 years, he has developed a number of case studies and authored a number of research papers. He has co-authored three books: Innovation Management (2007) and Global Risk/Global Opportunity (2010) with Professor Shlomo Maital; and Indian adaptation of the book, Business Market Management (B2B): Understanding, Creating and Delivering Value (2010), with James Anderson, James Narus and Das Narayandas.