



The Seeds of Innovation: Cultivating the Synergy That Fosters New Ideas

Elaine Dundon

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Breakthrough innovation is a prerequisite for success in almost any organization, yet the actual management of innovation has only recently begun to receive the attention it deserves. Here, innovation thought leader Elaine Dundon offers a "how-to" prescription for building creative and strategic innovation skills at all levels of an organization (rather than focusing on decision-making levels only) -- and explains how to produce measurable results that translate directly to the bottom line.

Using field-tested concepts and practical examples, and featuring easy-to-apply processes and concrete thinking tools, this straight-talking book provides a broadly applicable guide to innovation -- one that's not limited to a specific industry sector. Today's most comprehensive, one-stop innovation resource, it describes:

* The three necessary components of innovation -- creative, strategic, and transformational thinking *
Methods for applying innovative thought to existing products, processes, and business models * 90 great innovations and 90 trends to consider

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