



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 2007–12. 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.

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