

The little black book of innovation : how it works, how to do it = Gagaimana inovasi bekerja bagaimana kita melakukannya

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20480644&lokasi=lokal>

Abstrak

Abstract:

Long-time innovation expert Scott D. Anthony draws on stories from his research and field work with companies like Procter & Gamble to demystify innovation. Anthony presents a simple definition of innovation, breaks down the essential differences between types of innovation, and illuminates innovation's vital role in organizational success and personal growth. This unique hybrid of professional memoir and guidebook also provides a powerful 28-day program for mastering innovation's key steps. With a wealth of illustrative case studies and vignettes from a range of companies around the globe, this playbook is a must-read for anyone seeking to turn themselves or their companies into true innovation powerhouses