

## Winning at innovation: the A-to-F model

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### Abstrak

Innovate or Die! Companies that cannot innovate and develop new products, strategies and technologies to keep ahead in today's fastpaced market will not succeed. Companies need a systematic framework so innovation can occur at any level of the organization. The A-F Model is a step-by-step process for developing a successful culture of innovation, bringing together the different individuals and groups across the organization for ideas to be created, developed and implemented.