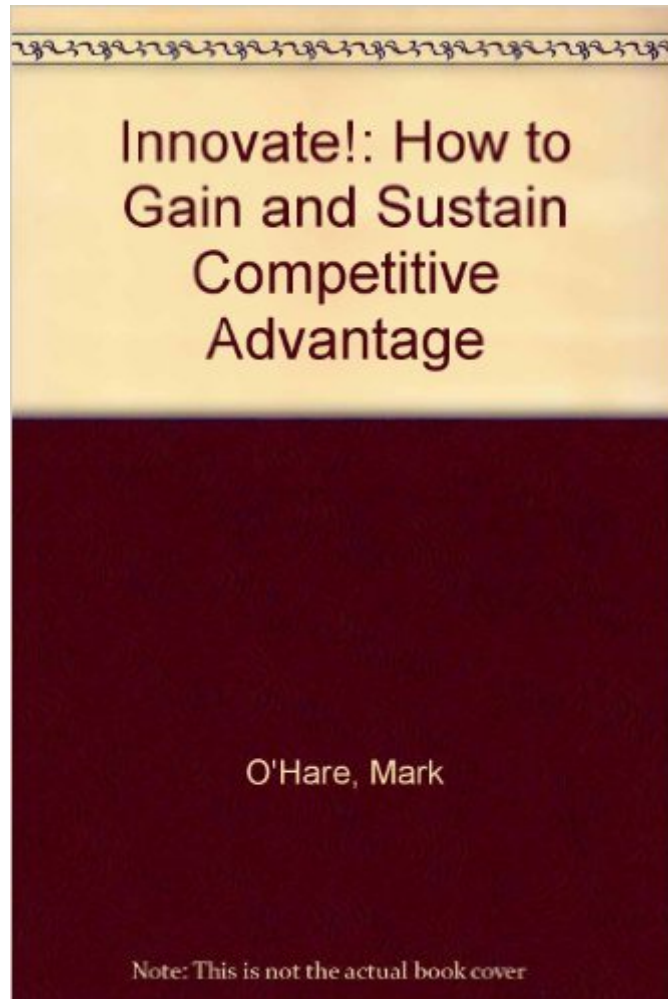


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# Innovate!: How To Gain And Sustain Competitive Advantage



## Synopsis

The main objective of this book is to help managers become innovators - and not only in the development of new products and services. The author argues that innovation is a manageable process, principally aimed at increasing customer value, that is essential to business success. In examining the innovatory process, he argues that any company can become innovatory, and considers the particular challenges facing large organizations, small firms and entrepreneurs, illustrating with case studies how companies have - and have not - successfully managed innovation. He also details practical aspects of how you look for, evaluate and implement innovative opportunities across a range of businesses and industry, from publishing to engineering, from pharmaceuticals to DIY. He examines companies which have built their businesses by innovating and also looks at market leaders who have lost their positions by failing to innovate. The book aims to be a part of the business strategy of companies moving out of the age of business evolution into the era of business revolution.

## Book Information

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