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(Montserrat Runolfsdottir)

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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2012-10-09 Pages: 289 Publisher: CITIC Publishing title: brainstorming how to stifle innovation: let your organization learn to truly innovative thinking original price: 45.00 yuan Author: David Weiss published community: CITIC Publishing Date: October 9. 2012 ISBN: 9787508634616 words: Page: 289 Revision: 1 Binding: Paperback: Weight: 399 g Editor's team of innovation not as innovative ! Innovative organization is lasting competitive! Build enterprise innovative supplier first field guide book! Edited by David Weiss and Claude Legrand brainstorming how to stifle innovation? Your organization learn to truly innovative thinking will tell you: How should individuals and corporate systems and continuous innovation? The book is divided into three parts: the first part to clarify the the innovation gap the root causes as well as staff and leadership should play the role of organizations. The second part is to lead by example on the tools and means to bridge the innovation gap. The third part will tell you. you want to bridge the innovation gap. only for innovative thinking is not enough. the corporate organizational model and corporate culture conducive to innovation is essential. EXECUTIVE SUMMARY 1950s. Alex Osborn. proposed the concept of brainstorming. the brainstorming session to become a common means of enterprise innovation. Divergent thinking is important. but do not have a reasonable right organizational processes. innovative formation is often difficult. Innovation is a major source of competitive advantage. Many companies try to be creative. and often only focus on one element. especially in the field of new products and services. Training employees. employment leader with a spirit of innovation and the creation of specialized innovation departments. although some investment. but most of the enterprises but to no avail....

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