



## Relentless Innovation: What Works, What Doesn't--And What That Means For Your Business (Hardback)

By Jeffrey Phillips

McGraw-Hill Education - Europe, United States, 2011. Hardback. Condition: New. Language: English . Brand New Book. You can't ask for more than efficient, effective operations. Or can you? Given today's business landscape-increasing customer demand, global competition, lower trade barriers-being good isn't enough. This groundbreaking guide provides the knowledge and tools you need to transform your organization from a well-run company to a relentlessly innovative company. Innovation expert Jeffrey Phillips has helped businesses around the world achieve the dream-the implementation of innovation as a consistent business discipline. In Relentless Innovation, he reveals his secrets for the first time. Phillips argues that today's typical business models actually impede innovation because they place so much focus on efficiency, cost cutting, and short-term gain. Does this describe your business model? If it does, you need to revisit your approach and redefine your idea of what success actually is. You may find that your business as usual processes actively reject innovation efforts. Relentless Innovation has everything you need to strike the right balance between efficiency and innovation. Striking that balance will help your firm: Become proactive instead of reactive Create a more engaged workforce Establish deeper capabilities to define and achieve strategic...



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