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Innovating at the Top: How Global CEOs Drive Innovation for Growth and Profit (International Management Knowledge)

R. Berger, S. Dutta, T. Raffel, G. Samuels
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This book is a collection of eye-opening interviews with CEOs from major international corporations - Nokia, Unilever, Toyota andnbsp;Bosch are just some of the many included.nbsp;Thenbsp;CEOsnbsp;discuss their innovative approaches to new challenges and opportunities in their business. A fascinating insight into the minds of global leaders.

'An innovator is somebody who questions the way things are done and asks if there is a better way of doing it. This book distils the wisdom of CEOs who led their organization in asking that critical question and working out new answers.' - Ratan Tata, Chairman of Tata group 'The real impact of innovation on any organization can only be seen when it ceases to be a process and becomes a shared value. And this is the only way to guarantee its future and meet expectations of economic and social progress. 'Innovating at the Top' provides great advice to those who want to make this journey.' - Sergio Marchionne, CEO of the FIAT Group '...a rich spread of insights on innovation...By successfully applying these insights to their product, service or business model innovations one might even boost their career up a level or two.' - The Journal of Product Innovation Management
About the Author
ROLAND BERGER, founder and Chairman of the international strategy consulting firm Roland Berger Strategy Consultants, is also the founder of the Roland Berger Foundation.
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