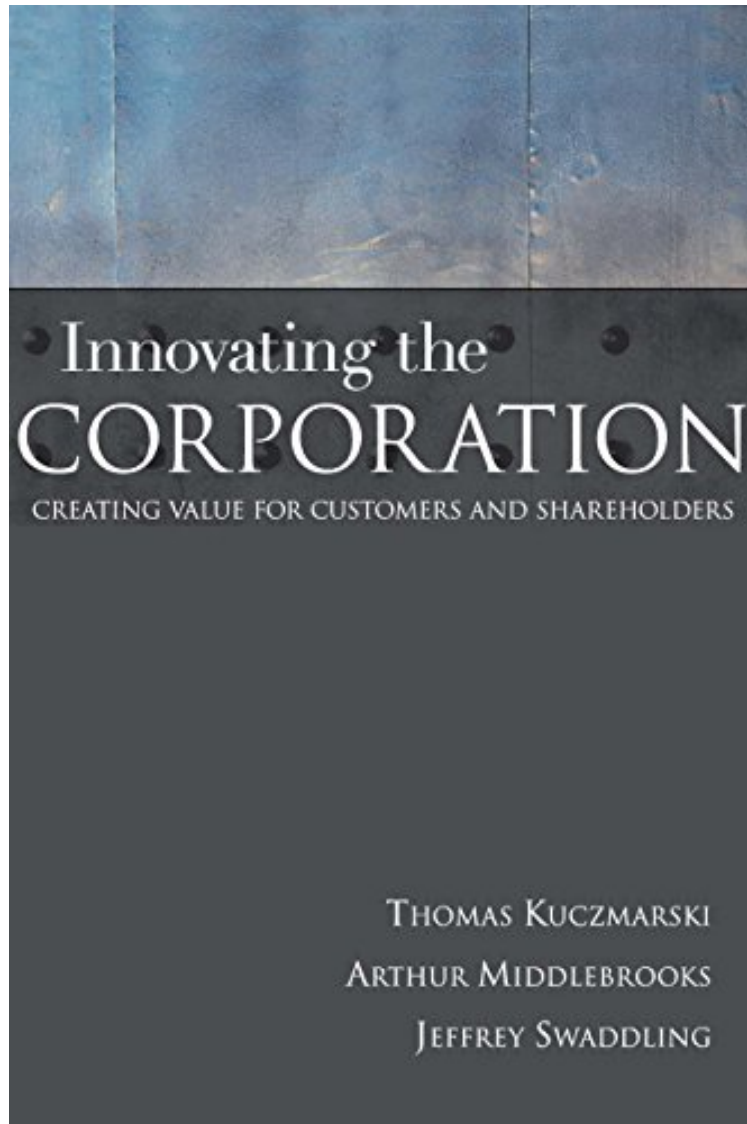


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## Innovating the Corporation: Creating Value for Customers and Shareholders

*Thomas Kuczmarski, Arthur Middlebrooks, Jeffrey Swaddling*  
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**Thomas Kuczmarski, Arthur Middlebrooks, Jeffrey Swaddling : Innovating the Corporation: Creating Value for Customers and Shareholders** before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Innovating the Corporation: Creating Value for Customers and Shareholders*:

3 of 5 people found the following review helpful. The Right Book at the Right Time By R.Hagle There are so many good ideas in this book that it's difficult to focus on just one or two, but here's an attempt. MA is one way to achieve growth, but somewhere along the way you still have to create something of value--innovative new products or

services--if your organization is going to survive. The authors properly emphasize the importance of creating the right mindset and culture. Without the right attitude toward innovation, the merger or acquisition won't work. In the simplest terms, two wrongs don't make a right: Two un-inspired, un-innovative companies don't become magically transformed by a combination. The authors lay out practical guidelines for making an innovative spirit an essential driving force in an organization's culture. The authors also show how to create the kinds of large-scale frameworks that larger organizations need and how to lead and manage those frameworks creatively in order to grow the organization productively. In particular they show practical and useful ways to measure, and therefore manage, innovation at both the platform and individual project levels. And all of this is done with a minimum of jargon and a great wealth of real-world examples and success stories. This book unquestionably is valuable reading for every Fortune 1000 executive--and probably for quite a few other corporate leaders farther down the corporate food chain as well. 8 of 9 people found the following review helpful. Even better than advertised By Jerry Smith This book claims to be mostly for big corporations. I can see why they play that up. But I own a small company and most of the ideas are useful for my situation too. It is especially helpful in showing what to focus on, how to think about innovation in my company, and how to make a program work for me. Considering all the hype and overpromising out there, it's nice to run across something that delivers on its promise and then goes even one better. 2 of 5 people found the following review helpful. A roadmap for success By A Customer Innovation is not about coming up with great ideas. It's about having the mindset and process in place to bring great ideas to fruition. That's exactly what this book gives you...not just abstract theory, but tangible recommendations for you to implement now. While everyone talks about innovation, this book can actually help your company achieve it.

Numerous barriers, problems, and unresolved issues often prevent innovation from taking hold within an organization. Companies haven't discovered how to measure innovation, make it repeatable, or systematize it. Until now. The program outlined in *Innovating the Corporation* guarantees accelerated innovation within any corporation, within any industry. Intended as a dynamic, hands-on guide, this book offers a comprehensive look at strategic planning, understanding and cultivating an innovation vision, and building an innovation team. Includes detailed, step-by-step information on how to measure the success of an innovation plan.

From the Inside Flap Your company can innovate--if you're ready to rethink the way you do business. *Innovating the Corporation* debunks the myths, misconceptions, and mind blocks and offers a seven-step plan for achieving growth through innovation. Included are dozens of examples of well-known companies that have enjoyed success through bold new product launches, positive restructuring, and bend-over-backward customer service. This dynamic, hands-on guide explains how to: **Build an innovation "platoon"**--a unique group whose ultimate allegiance is to its mission and its members **Understand and cultivate an innovation mission** **Measure the success of innovation plan** **Prioritize innovation from the executive level down** **Create "innovation champions,"** whose enthusiasm and leadership make innovation a reality The authors guarantee accelerated innovation within any corporation, within any industry! **PRAISE FOR INNOVATING THE CORPORATION** "The authors have raised the dialogue on innovation to the next level. Rather than the usual collection of anecdotal comments, they have provided an organized, systematic, and comprehensive treatment of the most important challenge facing companies all over the world: the need to continuously innovate. An important read!" -- Danny Strickland Senior Vice President, Innovation, Technology, and Quality General Mills "Innovating the Corporation takes the amorphous topic of innovation and places it within reach of everyone, not just a few geniuses at the top. . . . The companies that can create the right sets of conditions to deliver innovative solutions to their customers will be the one that create wealth faster than anyone else." -- David R. Whitwam Chairman of the Board and CEO Whirlpool Corporation "The authors clearly expose the self-defeating myths that stifle creativity and introduce a process that creates an environment in which innovation can thrive. . . . A practical guide for the novice as well as a benchmarking exercise for the experienced professional." -- Al Judge New Products Manager, Engineering Black Decker "The only reference book one needs to learn, teach, and implement innovation successfully. . . . It's destined to head the list." -- Jerry Fisher Vice President Baxter Healthcare

From the Back Cover Your company can innovate--if you're ready to rethink the way you do business. *Innovating the Corporation* debunks the myths, misconceptions, and mind blocks and offers a seven-step plan for achieving growth through innovation. Included are dozens of examples of well-known companies that have enjoyed success through bold new product launches, positive restructuring, and bend-over-backward customer service. This dynamic, hands-on guide explains how to: **Build an innovation "platoon"**--a unique group whose ultimate allegiance is to its mission and its members **Understand and cultivate an innovation vision** **Measure the success of an innovation plan** **Prioritize innovation from the executive level on down** **Create "innovation champions,"** whose enthusiasm and leadership makes innovation a reality The authors guarantee accelerated innovation within any corporation, within any industry! "The authors have raised the dialogue on innovation to the next level. Rather than the usual collection of anecdotal comments, they have provided an organized, systematic, and comprehensive treatment of the most important challenge facing companies all over the world: the need to continuously innovate. An important read!" -- Danny L. Strickland,

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About the Author Thomas Kuczmariski is senior partner and president of Kuczmariski Associates, a leading-edge innovation consulting firm. Arthur Middlebrooks is director of new service development for DigitalWork, an on-line business services agency. Jeffrey Swaddling is an engagement manager with Prophet Brand Strategy, a strategic professional services firm.