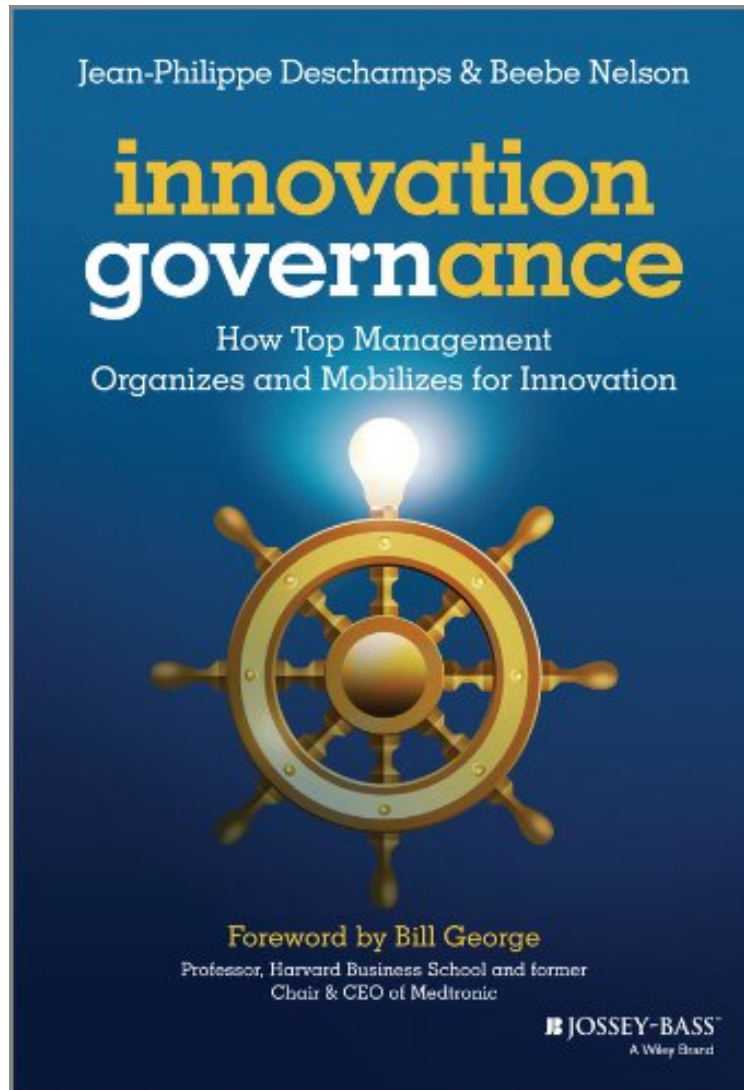


Innovation Governance: How Top Management Organizes and Mobilizes for Innovation

Jean-Philippe Deschamps, Beebe Nelson
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Jean-Philippe Deschamps, Beebe Nelson : Innovation Governance: How Top Management Organizes and Mobilizes for Innovation before purchasing it in order to gauge whether or not it would be worth my time, and all praised Innovation Governance: How Top Management Organizes and Mobilizes for Innovation:

1 of 1 people found the following review helpful. Missing piece to the puzzle!!! Much needed guide to today's Corporate Innovation Governance! By YU This book is truly a master piece and a "MUST READ" for any corporate executives and marketers especially in this fast changing information age where innovation is absolute necessity for survival. If you don't innovate, you simply cannot remain in business. The way we interact with businesses and their

products and services continues to evolve as more technological advancement greatly affects the way we communicate and process information. The book serves as much needed guide and go-to book for "HOW TO MANAGE INNOVATION" when innovation is a must. The book introduces several governance models along with solid case studies to back up each model's viability and pros and cons. The following quote found in the book (page 148) illustrates well the gap that exists in today's business organizations between the ever-increasing pressure to innovate and the strong and sound strategy for innovation management and governance. "While close to 70% of CEOs say innovation is a top priority, the gap between talking about innovation and delivering innovation is wide. If innovation is to become a critical capability, executives must demonstrate that innovation is crucial to corporate success, through their engagement, communication, investments and actions." Paul Hobcraft and Jeffrey Philips

Yes, we all know that innovation is a must, but in all honesty, we all don't really know what the heck we are supposed to do to. The execution is THE missing piece, so we fail to plan, look at resources, manage risks, examine corporate structure, etc etc thus fail to innovate successfully. This is a book is written for this day and age, and is a MUST for your company's future survival.

0 of 0 people found the following review helpful. Both insightful and useful

By Customer

Innovation is broadly understood to be the key to a business's long term survival and growth. Having worked in the new product development industry for almost fifteen years I have observed that while the ability to innovate is a highly valued ability, it has been poorly understood and managed. Innovation is often equated with creativity and is thus viewed as something hard to manage to achieve specific results — successful new products or processes. Innovation can be viewed as the most important yet least well managed asset in many firms. However, the intense competition businesses face today does not allow for a less than rigorous effort to manage this most important of assets

Innovation Governance is a book that makes clear that innovation can be managed, and managed to effect and enhance important goals like renewed revenue growth and enhanced profitability. The authors lay out principles of innovation management, then go on to provide useful examples of how the principles have been applied at successful companies. Once the groundwork has been laid to understand innovation as a repeatable process, and the story telling has made clear how these processes work in the real world environment, Deschamps and Nelson go on to provide guidance on developing your own innovation management methodologies inside your firm.

If you are looking for help in enhancing your profitability and long term success through well-developed innovation practices that are managed to achieve specific goals, this is a must have book.

0 of 0 people found the following review helpful. 9 modelli per governare l'innovazione

By Customer

Un compendio ragionato e di grande efficacia sui diversi sistemi di governo dell'innovazione. Questo libro ha l'obiettivo di

1. analizzare il significato e la portata della governance innovazione;
- (2) esaminare i possibili modelli di governance e i loro vantaggi/svantaggi;
- (3) individuare modalitagrave; per valutare e migliorare le politiche e le attivitagrave; di governance dell'innovazione;
- (4) fornire degli spunti sugli aspetti comportamentali per rendere piugrave; efficace la gestione dell'innovazione.

Il concetto chiave su cui l'autore si sofferma egrave; la definizione delle regole di ingaggio e la ripartizione delle responsabilitagrave; quando si parla di governance dell'innovazione. in altre parole perchegrave;,, dove, quanto e con chi innovare. il cuore del libro egrave; rappresentato dai 9 modelli principali per il governo dell'innovazione e come questi possono essere combinati fra loro

Interessante il fatto che, fra i 9 modelli venga individuato un primo livello (primario), un modello di supporto secondario (scelto fra i 9) e un terzo livello di supporto fatto di una rete di innovation sponsor e innovation coaches

Si tratta di un'opera con solide basi (anche bibliografiche) e una grande mole di esempi e casi, non solo all'interno dei diversi capitoli, ma anche in una specifica parte del libro.

The business leader's guide to encouraging continuous innovation in any organization

Innovation governance is a hot topic in the business world. In a fast-paced business environment, the ability of corporate leaders to build purpose, direction, and focus for innovation is more important than ever. In this book, the authors provide a framework for encouraging and focusing innovation by explaining what innovation governance is, the various models for governance and their advantages and disadvantages, how to assess and improve governance practices, and behavioral tactics for maximizing the effectiveness of governance. It offers guidance for everyone from the boardroom through senior management, illustrating effective governance models with real case studies from a range of companies in the United States and Europe. Addresses an important yet underappreciated skill for CEOs, board members, and top management

Features real-world examples and case studies from a variety of business from around the world

Written by an author team with hands-on experience in the subjects of innovation management, organizational learning, innovation leadership, organizational behavior, and individual leadership and teamwork

Innovation governance is a sadly neglected topic in many organizations. This book offers vital guidance and real-world experience for building innovation into any business from the top down. nbsp;

Addresses a key topic at a time of intensifying competition and is full of practical tips. (Supply Business, July 2014)

From the Inside Flap

Innovation is an essential competence to embed into corporate structure through organizational leadership. Following on from Innovation Leaders, which focussed on central figures of innovation, Innovation Governance is a management guide to implementing corporate innovation governance systems. nbsp;

Embracing innovation has become the new corporate imperative as the pressures of technological progress and global competition have made it a vital component in the survival and growth of businesses. Whilst many companies seek to adopt an innovation-friendly culture, embedding a sustained approach often remains a challenge. Innovation Governance provides a comprehensive framework to help top management develop the overarching values, policies and initiatives needed for a corporate innovation constitution. Innovation Governance is written by experienced innovation management practitioners, using real cases from companies in the US, Europe and Asia. Starting with a broad introduction clarifying what innovation governance means, this book also tackles: Governance models and their advantages/disadvantages Assessing and improving current innovation policies and activities Behavioural aspects that will help management make its governance effective Innovation Governance aims to address a topic that is seldom addressed explicitly, to help top managers to develop innovation as a core competence in their company. From the Back Cover "Innovation is a key driver of Nestle's growth and profitability, and this is why both top management and the board take innovation governance very seriously. In their book, Deschamps and Nelson highlight many practical aspects of innovation governance considered as a system, including descriptions of frequently-used organizational models. Their book should be an eye-opener for top management teams and boards of directors who are looking for ways to improve their company's innovation performance." — Peter Brabeck-Letmathe, former CEO and Board Chairman, Nestle "To sustain itself in the new reality characterized by greater uncertainty, rising complexity, and rapid changes, an organization needs to put innovation as a high priority. It also needs to institutionalize innovation to enhance its ability to tap internal and external creativity and to create a framework for seamless execution. In their book, Deschamps and Nelson highlight the importance of innovation governance and provide flexible models to suit different contexts." — Ravi Kant, Vice Chairman and former MD and CEO, Tata Motors Group (including JLR UK, Tata Daewoo Commercial Vehicles, Korea and other companies); Chairman, Indian Institute of Management, Rohtak "In this new book, Deschamps and Nelson deal with a critical topic that is too seldom discussed in companies. Combining years of research on the subject and first-class knowledge of best practices in the corporate world, they raise all the right questions on innovation governance and provide thought provoking answers. Illustrated with great examples from leading corporations, their book is a must-read for any executive or board member who considers innovation as vital to the long term success of their enterprise!" — Dominique Turpin, Professor and President, IMD (Lausanne, Switzerland) "In Innovation Governance, Deschamps and Nelson scale new heights in taking the question of innovation leadership to a higher plane by focusing on the core reason for failure: lack of a well-established system for governing innovation." — Bill George, Professor, Harvard Business School; former Chair and CEO, Medtronic