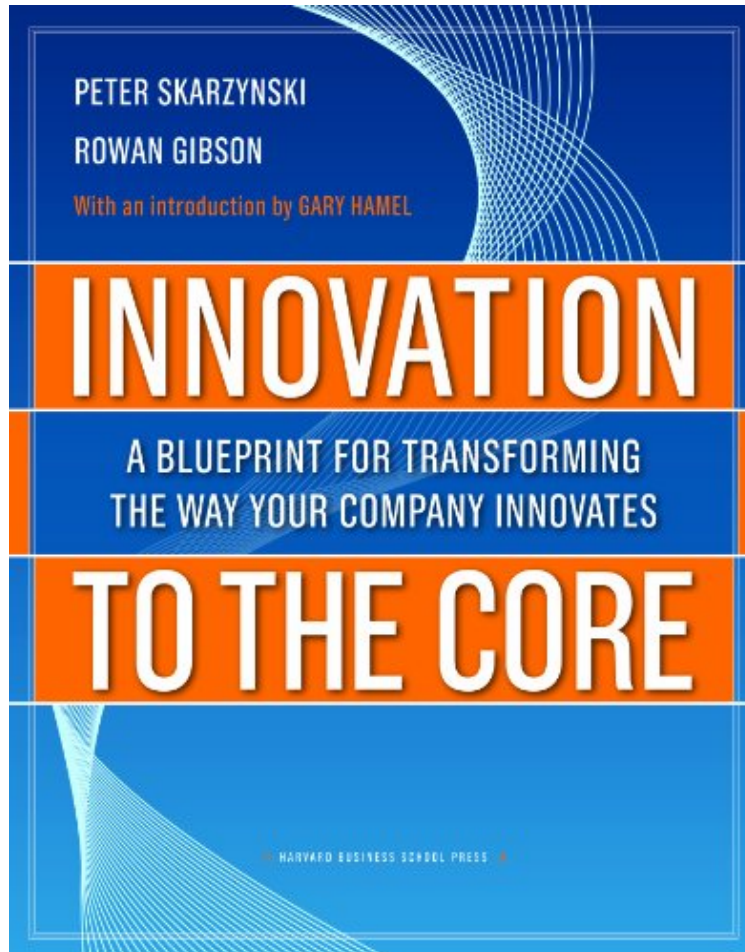


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# Innovation to the Core: A Blueprint for Transforming the Way Your Company Innovates

*Peter Skarzynski, Rowan Gibson*  
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**Peter Skarzynski, Rowan Gibson : Innovation to the Core: A Blueprint for Transforming the Way Your Company Innovates** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Innovation to the Core: A Blueprint for Transforming the Way Your Company Innovates:

1 of 1 people found the following review helpful. STILL AMONG THE BEST BOOKS EVER ON INNOVATION!By Marilyn Blocker D/B/A Innovation OutcomesThis was one of the first books that I read on innovation, and it continues to be a favorite.It's an easy read yet packed with excellent information for someone wanting the "big picture" on innovation as well as a good reference book. Readers shouldn't let the length of this book scare them. Its almost 300 pages don't need to be read in any particular order, and all of the information in it is so meaningful and written so well, that readers will likely want more after having read the entire book.Innovation to the Core is one of the few books that I've read more than once, and yet I continue to come back for more. I'm still in awe as to how the authors covered so much ground without it feeling overwhelming.There are a lot of books on innovation

on the market today, but this one takes a deep dive and underscores the importance of a systemic and sustainable approach. If I could give it a higher rating than 5 stars, I would! 0 of 0 people found the following review helpful. Three Stars By KindleCustomer123 Good condition 0 of 0 people found the following review helpful. Excellent primer on corporate innovation By wendy jacobson I found this book on a recommended reading list about corporate innovation. I have little education in business management and am not familiar with the literature, but I found this book to be an excellent primer on how large organizations can embed innovation as a core value and process. Instead of relegating innovation to a small RD cell, the authors advocate building a custom-tailored innovation architecture to embed innovation throughout the organization. My only critique, which is hardly fair, is that the book was published in 2008. I'm left wondering if the intervening five years would change any of the authors' views and recommendations.

If you're like most business leaders, innovation now tops your corporate agenda. But despite all the talk and excitement about the importance of innovation, managers have so far found scant help for innovating in a systematic way that fuels consistent growth and sustained success. In *Innovation to the Core*, Strategos CEO Peter Skarzynski and business strategist Rowan Gibson change all that. They share the accumulated wisdom from Strategos--the consulting firm Skarzynski co-founded with Gary Hamel that helps clients instill innovation into their very core. Drawing on a wealth of stories and examples, the book shows how companies of every stripe have overcome the barriers to successful, profitable innovation. You'll find parts devoted to crucial topics--such as how to organize the discovery process, generate strategic insights, enlarge your innovation pipeline, and maximize your return on innovation. Frequent hands-on tools--frameworks, checklists, probing questions--help you put the book's ideas into action. Crafted in close coordination with Gary Hamel--the man who *Fortune* magazine has called "the world's leading expert on business strategy"--*Innovation to the Core* is the definitive fieldbook for making innovation a core competence in your organization.

"...the 'innovation movement' is gathering momentum"... three "critical" preconditions [are] needed to foster innovation, including "creating time and space in people's lives for reflection, ideation and experimentation." -- IndustryWeek, May 1, 2008 Instead of simply encouraging workers to be creative, give them tools to "stretch their thinking and develop new perspectives,"... Make innovation an "all-the-time, everywhere" process. -- CNNMoney.com, April 16, 2008 The good news is that innovation isn't purely a function of brain wattage and fat research budgets... Innovation lurks within myriad nooks and crannies of any company--from the receptionist to the head of information technology. -- Forbes.com, April 2, 2008 Instead of simply encouraging workers to be creative, give them tools to "stretch their thinking and develop new perspectives,"... Make innovation an "all-the-time, everywhere" process. -- CNNMoney.com, April 16, 2008 "...the 'innovation movement' is gathering momentum"... three "critical" preconditions [are] needed to foster innovation, including "creating time and space in people's lives for reflection, ideation and experimentation." -- IndustryWeek, May 1, 2008 About the Author Peter Skarzynski is CEO and founding Director of Strategos, a consulting firm he co-founded with Gary Hamel. Rowan Gibson is a global business strategist and editor of the international bestseller *Rethinking the Future: Rethinking Business, Principles, Competition, Control Complexity, Leadership, Markets and the World*.