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THE INNOVATOR'S GUIDE TO GROWTH

PUTTING DISRUPTIVE INNOVATION TO WORK

Harvard Business Press **More than a decade ago, Clayton Christensen's breakthrough book The Innovator's Dilemma illustrated how disruptive innovations drive industry transformation and market creation. Christensen's research demonstrated how growth-seeking incumbents must develop the capability to deflect disruptive attacks and seize disruptive opportunities. In The Innovator's Guide to Growth, Scott Anthony, Mark Johnson, Joseph Sinfield, and Elizabeth Altman take the subject to the next level: implementation. The authors explain how to create this crucial capability for unlocking disruption's transformational power. With a foreword by Christensen, this book provides a set of market-proven tools and approaches to innovation that have been honed through fieldwork with innovative companies like Procter & Gamble, Johnson & Johnson, Pepsi, Intel, Motorola, SAP, and Cisco Systems. The book shows you how to: Follow a market-proven process -- so your company can reliably create blockbuster businesses Create structures, systems, and metrics -- so the disruptive innovations that will power your firm's future growth receive the funding and personnel needed to succeed Create a common language of disruptive innovation -- so managers can reach consensus around counterintuitive courses of action Incisive and practical, this book helps your company take the steps necessary to benefit from disruption -- instead of being eclipsed by it.**

DISRUPT YOURSELF

PUTTING THE POWER OF DISRUPTIVE INNOVATION TO WORK

Routledge Thinkers50 Management Thinker of 2015 Whitney Johnson wants you to consider this simple, yet powerful, idea: disruptive companies and ideas upend markets by doing something truly different--they see a need, an empty space waiting to be filled, and they dare to create something for which a market may not yet exist. As president and cofounder of Rose Park Advisors' Disruptive Innovation Fund with Clayton Christensen, Johnson used the theory of disruptive innovation to invest in publicly traded stocks and private early-stage companies. In *Disrupt Yourself*, she helps you understand how the frameworks of disruptive innovation can apply to your particular path, whether you are: a self-starter ready to make a disruptive pivot in your business a high-potential individual charting your career trajectory a manager looking to instill innovative thinking amongst your team a leader facing industry changes that make for an uncertain future We are living in an era of accelerating disruption; no one is immune. Johnson makes the compelling case that managing the S-curve waves of learning and mastery is a requisite skill for the future. If you want to be successful in unexpected ways, follow your own disruptive path. Dare to innovate. Do something astonishing. Disrupt yourself.

THE INNOVATOR'S DNA

MASTERING THE FIVE SKILLS OF DISRUPTIVE INNOVATORS

Harvard Business Press **A new classic, cited by leaders and media around the globe as a highly recommended read for anyone interested in innovation. In The Innovator's DNA, authors Jeffrey Dyer, Hal Gregersen, and bestselling author Clayton Christensen (The Innovator's Dilemma, The Innovator's Solution, How Will You Measure Your Life?) build on what we know about disruptive innovation to show how individuals can develop the skills necessary to move progressively from idea to impact. By identifying behaviors of the world's best innovators—from leaders at Amazon and Apple to those at Google, Skype, and Virgin Group—the authors outline five discovery skills that distinguish innovative entrepreneurs and executives from ordinary managers: Associating, Questioning, Observing, Networking, and Experimenting. Once you master these competencies (the authors provide a self-assessment for rating your own innovator's DNA), the authors explain how to generate ideas, collaborate to implement them, and build innovation skills throughout the organization to result in a competitive edge. This innovation advantage will translate into a premium in your company's stock price—an innovation premium—which is possible only by building the code for innovation right into your organization's people, processes, and guiding philosophies. Practical and provocative, The Innovator's DNA is an essential resource for individuals and teams who want to strengthen their innovative prowess.**

THE INNOVATOR'S GUIDE TO GROWTH

PUTTING DISRUPTIVE INNOVATION TO WORK

Harvard Business Press **More than a decade ago, Clayton Christensen's breakthrough book The Innovator's Dilemma illustrated how disruptive innovations drive industry transformation and market creation. Christensen's research demonstrated how growth-seeking incumbents must develop the capability to deflect disruptive attacks and seize disruptive opportunities. In The Innovator's Guide to Growth, Scott Anthony, Mark Johnson, Joseph Sinfield, and Elizabeth Altman take the subject to the next level: implementation. The authors explain how to create this crucial capability for unlocking disruption's transformational power. With a foreword by Christensen, this book provides a set of market-proven tools and approaches to innovation that have been honed through fieldwork with innovative companies like Procter & Gamble, Johnson & Johnson, Pepsi, Intel, Motorola, SAP, and Cisco Systems. The book shows you how to: Follow a market-proven process -- so your company can reliably create blockbuster businesses Create structures, systems, and metrics -- so the disruptive innovations that will power your firm's future growth receive the funding and personnel needed to succeed Create a common language of disruptive innovation -- so managers can reach consensus around counterintuitive courses of action Incisive and practical, this book helps your company take the steps necessary to benefit from disruption -- instead of being eclipsed by it.**

THE SILVER LINING

AN INNOVATION PLAYBOOK FOR UNCERTAIN TIMES

Harvard Business Press **Nobody can predict what the future holds for the world economy, but there is growing consensus that the turmoil of 2008 will lead to at least some period of prolonged pain. Most managers, who have never dealt with such a global downturn, seem paralyzed.**

THE SCIENCE OF SCIENCE POLICY

A HANDBOOK

Stanford University Press **This handbook provides an overview of the current theoretical and empirical basis for a science of science policy. It offers perspectives from the federal science and policy community, and look towards a research agenda for tomorrow.**

WHEN INNOVATION MOVES AT DIGITAL SPEED

STRATEGIES AND TACTICS TO PROVOKE, SUSTAIN, AND DEFEND INNOVATION IN TODAY'S UNSETTLED MARKETS

MIT Press **Practical advice from experts on how to create, manage, measure, and improve innovation in and for today's digital markets All organizations grapple with what digitalization means for their business and, in particular, how digital forces will drive their approaches to innovation. But very few organizations have clearly defined the scale, speed, and scope of their engagement with the digital world. These essays, from the pages of the preeminent journal MIT Sloan Management Review, offer practical advice from experts on how to create, facilitate, and manage innovation in and for today's digital markets. The essays emphasize the power of intersections, where different mindsets and skills collide. These connections can be external—LEGO, for example, has engaged more than 100,000 adult fans in user communities—or internal, as when “brokers,” “connectors,” and “energizers” act within organizations. Contributors stress the value of action over analysis, citing examples that affirm the power of trial-and-error experimentation. They demonstrate that innovation success requires thinking beyond technology. Innovation is not created by white-coated scientists in a lab; it is not the job of the few but of the many. And finally, the contributors warn that the greatest enemy lies within; innovators often encounter fierce internal resistance. They consider innovations in the innovation process itself, describing the promise and pitfalls of “design thinking” and offering advice on how to manage the tension between new and existing business models. Innovation is not a magical act practiced by a select few with rare gifts. Innovation is a discipline that can be measured, managed, and improved. When Innovation Moves at Digital Speed provides practical guidance for innovation success. Contributors Daniel Amaral, Jamie Anderson, Scott D. Anthony, Yun Mi Antorini, Michael Arena, Tormod Askildsen, Michael Ballé, Thomas Bartman, Jennie Björk, Marcel Bogers, Anna Brattström, Clayton M. Christensen, Edivandro Carlos Conforto, Rob Cross, Charles Dhanaraj, Thomas Fink, Nicolai J. Foss, Johan**

Frishammar, Johann Harnoss, Srivardhini K. Jha, Lâle Kesebi, Rishiksha T. Krishnan, Martin Kupp, Sean Looram, Mats Magnusson, Ann Majchrzak, Arvind Malhotra, James Morgan, Albert M. Muñiz, Jr., Ramiro Palma, Ishwardutt Parulkar, Eric Rebentisch, Jörg Reckhenrich, Martin Reeves, Anders Richtnér, Dave Rochlin, Duncan Simester, Jonathan Sims, Joseph V. Sinfield, Durward K. Sobek II, Freddy Solis, Kristian J. Sund, Mary Uhl-Bien, Derek van Bever, J. Andrei Villarroel, Amy Webb

LINKAGE INC'S BEST PRACTICES IN LEADERSHIP DEVELOPMENT HANDBOOK

CASE STUDIES, INSTRUMENTS, TRAINING

John Wiley & Sons Leadership development is a planned effort that enhances the learner's capacity to lead people. Building on the success of the first edition, Linkage conducted a study of over 300 top organizations and their needs in organizational change and leadership development that identifies approaches to leadership development that have proven to be successful. The work offers practical "how-to" instructions developing leaders and engaging in leadership development. It provides current in-depth models, assessments, tools, and other instruments that can be used for immediate application within a variety of organizations.

THE MILLION DOLLAR PARROT

25 BRIEF STORIES FOR BIG BREAKTHROUGHS

eBookIt.com With 25 memorable stories that spark insight, fuel innovation, and inspire important new conversations, The Million Dollar Parrot has established itself as an essential element of every leader's toolkit. "Jerry de Jaager and Jim Ericson have produced one of the most engaging business books I've read in a long while. Each of their stories will fire your neurons--and keep them firing as you ponder their wise and insightful lessons. This little book packs a big--no, huge--wallop." --Daniel H. Pink, New York Times bestselling author of *A Whole New Mind* and *Drive* "This small book will expand your thinking and equip you to thrive in an unpredictable future as much as any other book you might read. Its elements--images, stories, ideas, and cool related stuff--are masterfully woven together for maximum impact in minimum time." --Ben Sherwood, New York Times bestselling author of *The Survivors Club*

DISRUPT YOURSELF, WITH A NEW INTRODUCTION

MASTER RELENTLESS CHANGE AND SPEED UP YOUR LEARNING CURVE

Harvard Business Press High-growth organizations need high-growth individuals Startups, growth-stage companies, and private equity-backed companies all have one thing in common: They need high-growth individuals to execute high-growth plans. As a leader trying to achieve ambitious organizational goals, you need people who can do more than just keep up; you need people who can set the pace. You need high-growth individuals. *Disrupt Yourself* helps high-growth individuals--and those trying to attain this status--learn the tools and frameworks necessary to make changes that matter. This book helps you understand how these frameworks of disruptive innovation can apply to your particular path, whether you are: A self-starter ready to make a disruptive pivot in your business A high-potential individual charting your career trajectory A manager looking to instill innovative thinking within your team A leader facing industry changes that make for an uncertain future Whitney Johnson used the theory of disruptive innovation to invest in publicly traded stocks and early-stage private companies, and now she applies the framework to the personal and professional growth of individuals. We are living in an era of accelerating disruption, and no one is immune. Johnson makes the compelling case that managing the S-curve waves of learning and mastery is a requisite skill for the future. If you want to be successful in unexpected ways and achieve your wildest goals, follow your own disruptive path. Dare to innovate. Do something astonishing. Disrupt yourself.

THE INNOVATOR'S SOLUTION

CREATING AND SUSTAINING SUCCESSFUL GROWTH

Harvard Business Press An innovation classic. From Steve Jobs to Jeff Bezos, Clayton Christensen's work continues to underpin today's most innovative leaders and organizations. A seminal work on disruption—for everyone confronting the growth paradox. For readers of the bestselling *The Innovator's Dilemma*—and beyond—this definitive work will help anyone trying to transform their business right now. In *The Innovator's Solution*, Clayton Christensen and Michael Raynor expand on the idea of disruption, explaining how companies can and should become disruptors themselves. This classic work shows just how timely and relevant these ideas continue to be in today's hyper-accelerated business environment. Christensen and Raynor give advice on the business decisions crucial to achieving truly disruptive growth and propose guidelines for developing your own disruptive growth engine. The authors identify the forces that cause managers to make bad decisions as they package and shape new ideas—and offer new frameworks to help create the right conditions, at the right time, for a disruption to succeed. This is a must-read for all senior managers and business leaders responsible for innovation and growth, as well as members of their teams. Based on in-depth research and theories tested in hundreds of companies across many industries, *The Innovator's Solution* is a necessary addition to any innovation library—and an essential read for entrepreneurs and business builders worldwide.

JOBS TO BE DONE

THEORY TO PRACTICE

Why do some innovation projects succeed where others fail? The book reveals the business implications of Jobs Theory and explains how to put Jobs Theory into practice using Outcome-Driven Innovation.

THE FOURTH INDUSTRIAL REVOLUTION

Penguin UK The founder and executive chairman of the World Economic Forum on how the impending technological revolution will change our lives We are on the brink of the Fourth Industrial Revolution. And this one will be unlike any other in human history. Characterized by new technologies fusing the physical, digital and biological worlds, the Fourth Industrial Revolution will impact all disciplines, economies and industries - and it will do so at an unprecedented rate. World Economic Forum data predicts that by 2025 we will see: commercial use of nanomaterials 200 times stronger than steel and a million times thinner than human hair; the first transplant of a 3D-printed liver; 10% of all cars on US roads being driverless; and much more besides. In *The Fourth Industrial Revolution*, Schwab outlines the key technologies driving this revolution, discusses the major impacts on governments, businesses, civil society and individuals, and offers bold ideas for what can be done to shape a better future for all.

FEARLESS INNOVATION

GOING BEYOND THE BUZZWORD TO CONTINUOUSLY DRIVE GROWTH, IMPROVE THE BOTTOM LINE, AND ENACT CHANGE

John Wiley & Sons Is Innovation just an overused buzzword? A waste of time? A mere marketing ploy? Author Alex Goryachev has a simple, resounding response to such questions: No! The Fourth Industrial Revolution is driving change at an unprecedented pace, level, and intensity that is impacting businesses across industries, not to mention our everyday lives. We are rapidly blurring the physical and the digital, transforming the way we live and, in some sense, what it even means to be human. Whether we run a startup or multinational, a nonprofit or academic institution, a city or a whole country, we need to embrace this change to not just survive but thrive under these new realities. In *Fearless Innovation*, Cisco's Managing Director of Innovation Strategy and Programs explores how, no matter their function, leaders and managers can cut through the noise to understand change and deliver real results. Goryachev's actionable, consistent, and timeless innovation principles offer a blueprint to driving growth, enacting change, increasing the bottom line, and creating clear measurable value. Featuring diverse case studies of some of today's most innovative organizations, historical observations, first-hand experience, and a look at where innovation is thriving, and why, this down-to-earth guide provides advice and clear steps on how to: Get teams to embrace innovation beyond empty slogans Focus on execution of innovation through leadership and strategy Measure the real effects of innovation to showcase ROI and attract investment Break down org silos by empowering effective, diverse, and inclusive teams Drive co-innovation through win-win ecosystem-wide partnerships Organize innovation teams and orchestrate outcomes by leveraging organizational DNA Communicate the value of innovation to differentiate ourselves from competition Written for any organization that wants to stay relevant in the 21st Century, and even beyond, *Fearless Innovation* offers a step-by-step guide for getting past the confusion, overcoming fear, and getting down to business to create an environment of true innovation.

PUTTING SKILL TO WORK

HOW TO CREATE GOOD JOBS IN UNCERTAIN TIMES

MIT Press An argument for reimagining skill in a way that can extend economic opportunity to workers at the bottom of the labor market. America has a jobs problem--not enough well-paying jobs to go around and not enough clear pathways leading to them. Skill development is critical for addressing this employment crisis, but there are many unresolved questions about who has skill, how it is attained, and whose responsibility it is to build skills over time. In this book, Nichola Lowe tells the stories of pioneering workforce intermediaries--nonprofits, unions, community colleges--that harness this ambiguity around skill to extend economic opportunity to workers at the bottom of the labor market.

DISRUPTIVE INNOVATION: THE CHRISTENSEN COLLECTION (THE INNOVATOR'S DILEMMA, THE INNOVATOR'S SOLUTION, THE INNOVATOR'S DNA, AND HARVARD BUSINESS REVIEW ARTICLE "HOW WILL YOU MEASURE YOUR LIFE?") (4 ITEMS)

Harvard Business Press Clayton Christensen's definitive works on innovation—offered together for the first time Will you fall victim to disruptive innovation—or become a disruptor yourself? Tip the odds in your favor with the bestselling books that have made Christensen one of the world's foremost authorities on innovation. You'll also get his award-winning HBR article, full of inspiration for finding meaning and happiness in your life using the principles of business. The 4-volume collection includes: *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail* In one of the most influential business books of our time, Christensen introduced the world to the concept of disruptive innovation, showing

how even the most outstanding companies can do everything right—yet still lose market leadership. Don't repeat their mistakes. **The Innovator's Solution: Creating and Sustaining Successful Growth** Citing in-depth research and theories tested in hundreds of companies across many industries, Christensen and co-author Michael Raynor provide the tools organizations need to become disruptors themselves. **The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators** Christensen and coauthors Jeffrey Dyer and Hal Gregersen identify behaviors of the world's best innovators—from leaders at Amazon and Apple to those at Google, Skype, and the Virgin Group—to show how you and your team can unlock the code to generating and executing more innovative ideas. "How Will You Measure Your Life?" (HBR article) At Harvard Business School, Clayton Christensen teaches aspiring MBAs how to apply management and innovation theories to build stronger companies. But he also believes that these models can help people lead better lives. In this award-winning Harvard Business Review article, he explains how, exploring questions everyone needs to ask: How can I be happy in my career? How can I be sure that my relationship with my family is an enduring source of happiness? And how can I live my life with integrity?

ORGANIZATION DEVELOPMENT

A PROCESS OF LEARNING AND CHANGING

FT Press Master the modern discipline of Organizational Development (OD), and use it to plan and drive effective change. **Organization Development, Third Edition** is today's complete overview of the OD discipline for managers, executives, administrators, consultants, and students alike. Fully updated to reflect major changes since the classic Second Edition, it explains how OD is now practiced, and how it is continuing to evolve. The authors illuminate each key theory in the field, giving readers the background they need to translate theory into action, make key choices, help organizations learn, and lead change. Coverage includes: What OD is, where it came from, and where it is headed Understanding OD as a process of change Defining the OD client (why your client may not be who you think it is) Diagnosing organizational problems Applying the Burke-Litwin model of organizational performance and change Assessing how well OD techniques work Working as an OD consultant, and much more

THE INNOVATOR'S DILEMMA

WHEN NEW TECHNOLOGIES CAUSE GREAT FIRMS TO FAIL

COMPETING AGAINST LUCK

THE STORY OF INNOVATION AND CUSTOMER CHOICE

HarperCollins The foremost authority on innovation and growth presents a path-breaking book every company needs to transform innovation from a game of chance to one in which they develop products and services customers not only want to buy, but are willing to pay premium prices for. How do companies know how to grow? How can they create products that they are sure customers want to buy? Can innovation be more than a game of hit and miss? Harvard Business School professor Clayton Christensen has the answer. A generation ago, Christensen revolutionized business with his groundbreaking theory of disruptive innovation. Now, he goes further, offering powerful new insights. After years of research, Christensen has come to one critical conclusion: our long held maxim—that understanding the customer is the crux of innovation—is wrong. Customers don't buy products or services; they "hire" them to do a job. Understanding customers does not drive innovation success, he argues. Understanding customer jobs does. The "Jobs to Be Done" approach can be seen in some of the world's most respected companies and fast-growing startups, including Amazon, Intuit, Uber, Airbnb, and Chobani yogurt, to name just a few. But this book is not about celebrating these successes—it's about predicting new ones. Christensen contends that by understanding what causes customers to "hire" a product or service, any business can improve its innovation track record, creating products that customers not only want to hire, but that they'll pay premium prices to bring into their lives. Jobs theory offers new hope for growth to companies frustrated by their hit and miss efforts. This book carefully lays down Christensen's provocative framework, providing a comprehensive explanation of the theory and why it is predictive, how to use it in the real world—and, most importantly, how not to squander the insights it provides.

SCHUMPETERIAN PERSPECTIVES ON INNOVATION, COMPETITION AND GROWTH

Springer Science & Business Media Recent developments in economics have gone from the recognition of the importance of innovation for growth and the exploration of innovation mechanisms to the incorporation of the results of the previous research into economic models. An important lesson to be drawn from all this research is that a purely macro-based analysis of growth is not enough. The various mechanisms of innovation creation and diffusion, the importance of agent heterogeneity, of market selection processes, of the internal organization of the firm and of organizational routines, and the obsolescence and the consequent emergence of new types of capital goods are a few examples of micro-economic phenomena that contribute decisively to macro-economic development. The papers in this volume approach those issues from a Schumpeterian point of view and tackle issues like the growing importance of knowledge and human capital; increasing returns and path dependence; the role of variety in economic growth; competition and industry evolution.

DISRUPTIVE MARKETING

WHAT GROWTH HACKERS, DATA PUNKS, AND OTHER HYBRID THINKERS CAN TEACH US ABOUT NAVIGATING THE NEW NORMAL

Amacom Selected by Oracle Marketing Cloud as a Top 15 Marketing Book for 2016 Are you still marketing like it's 2006? Now that 75 percent of screen time is spent on connected devices, digital strategies have moved front and center of most marketing plans. But what if that's not enough? What if most people ignore company messages? What if consumer engagement never goes further than the "like" button? A sobering reality is hitting marketers. Technology hasn't just reshaped mass media, it's altering behavior as well. And getting through to customers will take some radical rethinking. First step is to toss the linear plan. Next is to strip away conventions, open your mind, and join Disruptive Marketing on a provocative, fast-paced tour of our changing world . . . * Where selling is dead, but ongoing conversation thrives * Where consumers generate the best content about brands * Where people tune out noise and listen to feelings * Where curiosity leads the marketing team * Where growth depends on merging analytics with boundless creativity Packed with trends, predictions, interviews with big-think marketers, and stories from a career spent pushing boundaries, this book will propel you out of your comfort zone and into the disruptive mindset you need for future success.

DARE, DREAM, DO

REMARKABLE THINGS HAPPEN WHEN YOU DARE TO DREAM

Routledge Thinkers50 Management Thinker of 2015 Whitney Johnson has a goal: to help us identify and achieve our dreams. Her belief is that we can each achieve greater happiness when focusing both on our dreams and on other people in our lives. In this inspiring book, Johnson directs her attention to teaching women, in particular, a three-step model for personal advancement and happiness. She first encourages us to Dare to boldly step out, to consider disrupting life as we know it. Then she teaches us how to Dream, to give life to the many possibilities available, whether to start a business, run a marathon, or travel the world. She shows us how to "date" our dreams (no need to commit!) and how to make space for dreams. Finally, Whitney's model brings out the businesswoman in her; she teaches us to Do, to execute our dreams. She showcases the importance of sharing dreams with others to give them life, creating your own "dream team." Rich with real stories of women who have dared to dream, Dare, Dream, Do offers a practical framework for making remarkable things happen.

INNOVATION AND THE FUTURE PROOF BANK

A PRACTICAL GUIDE TO DOING DIFFERENT BUSINESS-AS-USUAL

John Wiley & Sons Innovation, the conversion of the new to business as usual, is a very special business process. It is the business process able to reprogram all others. Creating the practices that make this process work is a key challenge for all in financial services that are worried about responding to the future. When an institution can identify things that are outside its present practices and convert them, production line style, into products, processes, cultural changes, or new markets, it will never be outpaced by internal or external change again. The institution becomes "FutureProof". This is a book about those practices in banks. It explains, using examples from institutions around the world, what it takes to create an innovation culture that consistently introduces new things into undifferentiated markets and internal cultures. It shows how banks can leverage the power of the new to establish unexpected revenue lines, or make old ones grow. And it provides advice on the social and political factors that either help or hinder the germination of the new in banks. Moreover, though, this is a book about the science of innovation in a banking context. Drawing from practices already highly developed in financial services—managing portfolios of assets to mitigate risk—it explains how practitioners can run their innovations groups like any other business line in the bank one that delivers a return on investment predictably and at high multiples of internal cost of capital. For leaders, Innovation and the Future Proof Bank provides the diagnostic tools to guide benchmarking and investment decisions for the innovation function. And for innovation practitioners, the book lays out everything needed to make sure that converting the new to business as usual is predictable, measurable, and profitable.

HANDBOOK OF RESEARCH ON BIG DATA, GREEN GROWTH, AND TECHNOLOGY DISRUPTION IN ASIAN COMPANIES AND SOCIETIES

IGI Global The business ecosystem within Asia is undergoing a transformation post COVID-19. Green issues, inclusion, and strategic disruptors in companies and economies have become rising topics in Asian businesses, causing such a change. This has the potential to be an evolution for Asian businesses, creating new business models for economic growth in Asia. The Handbook of Research on Big Data, Green Growth, and Technology Disruption in Asian Companies and Societies presents a rich collection of chapters exploring and discussing the emerging topics, challenges, and success factors in business, big data, innovation, and technology in Asia. This book will explore the changes made in the transition towards greener and sustainable societies and economies. Covering topics including information technologies, open innovation, and green issues, this book is essential for researchers, academicians, students, politicians, policymakers, corporate heads of firms, senior general managers, managing directors, information technology directors and managers, and libraries.

NO ONE UNDERSTANDS YOU AND WHAT TO DO ABOUT IT

Harvard Business Review Press Have you ever felt you're not getting through to the person you're talking to, or not coming across the way you intend? You're not alone. That's the bad news. But there is something we can do about it. Heidi Grant Halvorson, social psychologist and bestselling author, explains why we're often misunderstood and how we can fix that. Most of us assume that other people see us as we see ourselves, and that they see us as we truly are. But neither is true. Our everyday interactions are colored by subtle biases that distort how others see us—and also shape our perceptions of them. You can learn to clarify the message you're sending once you understand the lenses that shape perception: • Trust. Are you friend or foe? • Power. How much influence do you have over me? • Ego. Do you make me feel insecure? Based on decades of research in psychology and social science, Halvorson explains how these lenses affect our interactions—and how to manage them. Once you understand the science of perception, you'll communicate more clearly, send the messages you intend to send, and improve your personal relationships. You'll also become a fairer and more accurate judge of others. Halvorson even offers an evidence-based action plan for repairing a damaged reputation. This book is not about making a good impression, although it will certainly help you do that. It's about coming across as you intend. It's about the authenticity we all strive for.

THE INNOVATOR'S TOOLKIT

50+ TECHNIQUES FOR PREDICTABLE AND SUSTAINABLE ORGANIC GROWTH

The Innovators Toolkit This newly revised and updated companion for every innovator, innovation team leader, operations manager and corporate change agent presents, in an easy-to-use format, more than 50 tools and techniques for identifying innovation opportunities, generating new and unusual ideas and implementing new solutions.

INTERNATIONAL PERSPECTIVES ON BUSINESS INNOVATION AND DISRUPTION IN DESIGN

Edward Elgar Publishing The third volume of the International Perspectives on Business Innovation and Disruption book series focuses on the role of design innovation in transforming industry practice. An international cast of scholars and practitioners examine how design innovation is impacting the creation of new business models, innovative forms of service delivery, multinational innovation practices, the role of aesthetics and psycho-spatial dynamics in fostering innovation, and the types of design capabilities found in the most innovative businesses worldwide. Theoretically, many of the chapters focus upon design thinking and conceptualize design as a user centered, empathic and participative practice that allows diverse stakeholders to creatively contribute to business innovation.

THE WAYS TO NEW

15 PATHS TO DISRUPTIVE INNOVATION

John Wiley & Sons Break free and lead the market with the roadmap to Disruption The Ways to New gives you a blueprint for innovation, helping you dig your organization out of the quicksand and get on the fast track to growth. Author Jean-Marie Dru is the originator the Disruption methodology, which he shares here; he is also an international authority on breaking the mold and leading the market, and this book is his guide to making it happen. Too many companies are too slow with innovation. They lag behind, creating at a snail's pace, and thus miss out on any kind of organic growth. They approach new ideas too conservatively, and focus innovation on products only—when there is a whole world out there waiting to be disrupted. This book shows you how to steer your organization toward continued innovation, creation, growth, and success, with 15 proven paths to disruption. Each is illustrated with case studies from companies like L'oreal, Procter & Gamble, and Salesforce.com, to show you the glaring differences between disruption and stagnation. We like to think that we live in a world where innovation happens at a staggering pace. The reality is that we don't, but that leaves an opening that your organization can fill if you're willing to break from the herd. This book shows you how start turning in a new direction, toward sustained, forward-thinking growth. Foster organic growth within your organization Become more proactive about innovation Understand the famous "Disruption" methodology Learn the specific, proven paths to disruption Everyone loves to cite Apple, Google, and Amazon as proof of high-speed innovation. But companies like this represent only 20% of companies worldwide—the other 80% are still floundering and failing to move forward. The Ways to New gives you a roadmap to innovation, and the tools to make it work.

HANDBOOK ON ALTERNATIVE THEORIES OF INNOVATION

Edward Elgar Publishing This insightful Handbook scrutinizes alternative concepts and approaches to the dominant economic or industrial theories of innovation. Providing an assessment of these alternatives, it questions the absence of these neglected types of innovation and suggests diverse theories.

INTERNATIONAL PERSPECTIVES ON BUSINESS INNOVATION AND DISRUPTION IN THE CREATIVE INDUSTRIES

FILM, VIDEO AND PHOTOGRAPHY

Edward Elgar Publishing This volume examines how disruptive innovations are reshaping industry boundaries and challenging conventional business models and practices in the industries for film, video and photography.

GEOGRAPHIES OF DISRUPTION

PLACE MAKING FOR INNOVATION IN THE AGE OF KNOWLEDGE ECONOMY

Springer This book looks at the uncharted territory between innovation activities and place making efforts to cultivate them. 'Geographies of Disruption' aims to fill that gap by exploring the growing importance of place making for knowledge generation and innovation activities in contemporary cities, and providing an in-depth understanding of both theoretical and practical aspects of innovation geographies and the conditions that help their emergence and growth. This book underlines the growing importance of knowledge generation and innovation activities for the competitiveness of cities and their regions. It provides an in-depth and comprehensive understanding of both theoretical and practical aspects of knowledge-based urban development and its implications and prospects for cities and regions. This pioneering book contributes to the conceptualisation and practice of innovation geographies by disseminating both conceptual and empirical research findings with real-world best practice applications. With a multidisciplinary approach to themes of technology and urban development, this book is a key reference source for scholars, practitioners, consultants, city officials, policymakers and innovation study enthusiasts.

THE INNOVATION DELUSION

HOW OUR OBSESSION WITH THE NEW HAS DISRUPTED THE WORK THAT MATTERS MOST

Currency "Innovation" is the hottest buzzword in business. But what if our obsession with finding the next big thing has distracted us from the work that matters most? "The most important book I've read in a long time . . . It explains so much about what is wrong with our technology, our economy, and the world, and gives a simple recipe for how to fix it: Focus on understanding what it takes for your products and services to last."—Tim O'Reilly, founder of O'Reilly Media It's hard to avoid innovation these days. Nearly every product gets marketed as being disruptive, whether it's genuinely a new invention or just a new toothbrush. But in this manifesto on the state of American work, historians of technology Lee Vinsel and Andrew L. Russell argue that our way of thinking about and pursuing innovation has made us poorer, less safe, and—ironically—less innovative. Drawing on years of original research and reporting, *The Innovation Delusion* shows how the ideology of change for its own sake has proved a disaster. Corporations have spent millions hiring chief innovation officers while their core businesses tank. Computer science programs have drilled their students on programming and design, even though the overwhelming majority of jobs are in IT and maintenance. In countless cities, suburban sprawl has left local governments with loads of deferred repairs that they can't afford to fix. And sometimes innovation even kills—like in 2018 when a Miami bridge hailed for its innovative design collapsed onto a highway and killed six people. In this provocative, deeply researched book, Vinsel and Russell tell the story of how we devalued the work that underpins modern life—and, in doing so, wrecked our economy and public infrastructure while lining the pockets of consultants who combine the ego of Silicon Valley with the worst of Wall Street's greed. The authors offer a compelling plan for how we can shift our focus away from the pursuit of growth at all costs, and back toward neglected activities like maintenance, care, and upkeep. For anyone concerned by the crumbling state of our roads and bridges or the direction our economy is headed, *The Innovation Delusion* is a deeply necessary reevaluation of a trend we can still disrupt.

CHASING DIGITAL

A PLAYBOOK FOR THE NEW ECONOMY

John Wiley & Sons Learn how to succeed in the digital economy The paradigms of big business have changed. Business models that were once lucrative now seem to barely move the needle. Incumbents of the old guard find themselves superseded by new, digitally-charged, data-fuelled organisations that leverage platform-based business models. How can pre-digital businesses survive? They're loaded with resources, brand power and deeply embedded networks, they just need a new playbook. *Chasing Digital* is that playbook. Outlining a clear and detailed framework, this book is designed to help leaders re-design their organisation from the bottom up by leveraging their strengths to create a new competitive advantage in the digital economy. From laying the foundations of transformation: developing a considered strategy, growing a conducive culture and building a receptive organisational design; to building core digital capabilities: taking advantage of data, harnessing artificial intelligence and embracing appropriate platforms; to adapting the accelerators of change: navigating board expectations, mitigating potential roadblocks and making the right investments, this playbook will give you the tools and mindsets needed to not only survive but to thrive and leave a legacy for future leaders. Integrate technology into your business strategy and culture Prioritise and manage your company's digital transition Create opportunities for fast and intentional digital growth Learn how to minimise friction with stakeholders Cut through the jargon and hype, and focus on what is critical to undertaking a truly successful, company-wide, digital transformation. In a world where digital is changing everything, *Chasing Digital* will help your organisation to transition beyond old business models to adopt the new digital paradigm and a new era of business. Embrace the chase.

MAKING INNOVATION WORK

HOW TO MANAGE IT, MEASURE IT, AND PROFIT FROM IT, UPDATED EDITION

FT Press Profitable innovation doesn't just happen. It must be managed, measured, and properly executed, and few companies know how to accomplish this effectively. *Making Innovation Work* presents a formal innovation process proven to work at HP, Microsoft and Toyota, to help ordinary managers drive top and bottom line growth from innovation. The authors have drawn on their unsurpassed innovation consulting experience -- as well as the most thorough review of innovation research ever performed. They'll show what works, what doesn't, and how to use management tools to dramatically increase the payoff from innovation investments. Learn how to define the right strategy for effective innovation; how to structure an organization to innovate best; how to implement management systems to assess ongoing innovation; how to incentivize teams to deliver, and much more. This book offers the first authoritative guide to using metrics at every step of the innovation process -- from idea creation and selection through prototyping and commercialization. This updated edition refreshes the examples used throughout the book and features a new introduction that gives currency to the principles covered throughout.

INNOVATIVE LEARNING FOR LEADERSHIP DEVELOPMENT

NEW DIRECTIONS FOR STUDENT LEADERSHIP, NUMBER 145

John Wiley & Sons Critically examine the intersections of learning and leadership. Using L. Dee Fink's taxonomy of significant learning as a scaffold, experts in leadership education explain connections between emerging scholarship of teaching and learning and current trends in leadership, how to develop a more complex understanding of the levers of leadership learning, the environments that promote meaningful and measurable leadership learning, and the evidence behind such a practice. This volume examines: the role of leadership educator, the roles of authenticity (being true to one's self) and criticality in education (interrogating beliefs and questioning power dynamics), select learning theories and their implications for leadership learning, and strategies for constructing leadership-related learning outcomes and assessing leadership learning. The Jossey-Bass quarterly report series *New Directions for Student Leadership* explores leadership concepts and pedagogical topics of interest to high school and college leadership educators. Issues are grounded in scholarship and feature practical applications and best practices in youth and adult leadership education.

INTERNATIONAL DEVELOPMENT

IDEAS, EXPERIENCE, AND PROSPECTS

Oxford University Press This major work maps the concepts and theories currently used to explain development, where they came from, and where they may be going. It shows how real-life experiences of different countries and organizations have been inspired by, and contributed to, thinking on development.

DISRUPTIVE SPACE TECHNOLOGIES AND INNOVATIONS

THE NEXT CHAPTER

Springer In the past century alone, we have witnessed groundbreaking technological innovations quickly displace established industries, thereby opening up entirely new markets or fields of research. Such "disruptive technologies" are hard to predict in advance, and yet, they have the potential to significantly alter the course of history. Written by one of the world's leading space applications experts, this book addresses the concept of disruptive technologies in the space arena, including microsatellites, the development of satellite constellations, and reusable launch vehicles. The book presents several case studies in the field, and discusses how and why modern space technologies are so unique. It covers current examples of disruptive space businesses, the pros and cons of such disruption, key emerging trends, and possible developments on the horizon.

STRATEGY & BUSINESS

DISRUPTING COPYRIGHT

HOW DISRUPTIVE INNOVATIONS AND SOCIAL NORMS ARE CHALLENGING IP LAW

Routledge New innovations are created every day, but today's business leaders are focused on finding disruptive innovations which are cheaper and lower performing than upmarket technologies. They create new markets, and challenge the status quo of existing technological thinking creating uncertainty both in the future of the innovation and the outcome of the market upheaval. Disruptive innovation is an influential innovation theory in business, but how does it affect the law? Several of these technologies have brought new ways for individuals to deal with copyright works while disrupting existing market expectations, while their ability to spawn social norms has presented challenges for legislation. Considering disruptive innovation as a class, this book examines innovations that have impacted copyright in the past, what lessons can be learned from how the law interacted with them, and how the law can successfully deal with them going forward. Creating comprehensive guidance that can be used when faced with disruptive innovations with the aim of more successful legislation, it considers whether copyright law itself has been disrupted through these innovations. Exploring whether disruptive innovations as a class have unique properties that necessitate action by legislators and whether these properties have the possibility to disrupt the law itself, this book theorises how the law should deal with disruptive innovations in general, going beyond a discussion of the regulation of specific innovations to develop a framework for how law makers should deal with disruptive innovations when faced by one.

A MANAGER'S GUIDE TO DISRUPTIVE INNOVATION

WHY GREAT COMPANIES FAIL IN THE FACE OF DISRUPTION AND HOW TO MAKE SURE YOUR COMPANY DOESN'T

Diateino Somewhere, a startup is at work disrupting your business. What can you do about it? How can your company avoid the fate of once highly successful firms such as Kodak or Blockbuster? This book unravels the mechanisms of disruption, explains why great companies fail, and proposes concrete ways to turn disruptions into opportunities. Its key message is this: Failure in the face of disruption is not due to a lack of creativity, limited resources, or a resistance to change. Failure is the unintended consequence of applying "good" management practices. The solution to success lies in modifying these practices and this book will tell you how. An ideal introduction to the topic, *A Manager's Guide to Disruptive Innovation* is packed with interesting case studies and anecdotes of organizations faced with disruptive innovation. This book offers you: • A deep insight into the workings of Disruptive Innovation. • Actionable steps to protect and nurture disruptive projects. • Practical suggestions to transform your company's management practices to become more innovative.