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Innovation To The Core



INNOVATION TO THE CORE

A Blueprint for Transforming the Way Your Company Innovates

"In a world of ever-accelerating change, innovation is the only insurance against irrelevance." – Gary Hamel Innovation – the new management mantra – tops today's corporate agenda.

In a global economic era marked by dramatic transformation, hyper-competition, and rapid commoditization, innovation stands out as the crucial tool for companies striving for sustainable, profitable growth. Although CEOs acknowledge its importance, in most corporations innovation is more rhetoric than reality, more buzzword than core competence.

Making innovation a corporate-wide capability remains one of the greatest business challenges. Companies like Apple or Google seem to have been born innovative, but how can other companies make innovation a reality? Manufacturers, established players in mature industries, and others may have a more difficult task. The good news is that innovation *can* be taught, and that all companies can learn, benefit and profit.

Innovation to the Core: A Blueprint for Transforming the Way Your Company Innovates explains, for the first time, how to successfully build and sustain a company-wide innovation capability. Written by Rowan Gibson and Peter Skarzynski, in close collaboration with Strategos co-founder and well-known strategist Gary Hamel, *Innovation to the Core* is the practical and definitive guide for companies to implement innovation at all levels.

Skarzynski and Gibson teach organizations how to seize new growth opportunities, create new markets, and even transform industries by recalibrating their entire organizational system around the paradigm of innovation. Skarzynski and Gibson draw on a wealth of examples from a diverse group of companies, including GE, Procter & Gamble, IBM, Whirlpool and others, to provide a practical and disciplined guide to instilling innovation into any organization.

Innovation to the Core provides a blueprint for building and deploying an innovation system that actually works. It offers readers practical guidance on how to: enhance the innovation pipeline; systematically innovate across the entire business model; improve the efficiency of innovation spending; leverage IT to help manage the process; and make innovation self-sustaining.

"Innovation is too important to be a function, or a department, or a one-time initiative, or an exceptional act. It will only become more critical in the years to come," insists Gary Hamel.

About the authors:

Rowan Gibson is a highly successful global business strategist, a bestselling author and an international expert on radical innovation. His bestselling book, *Rethinking the Future*, has been published in over 20 languages and his articles have been widely read around the globe. Gibson is co-founder of *Rethinking Group*, a consulting partnership focused on helping organizations to rethink strategy, innovation, branding and culture. He is a popular public speaker all over the world. Gibson's website is www.rowangibson.com

According to technology columnist, Kevin Maney, "Rowan Gibson's views on technology and change are thoughtful, intriguing and global. He has a great perspective on what's coming next."

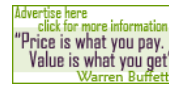
Peter Skarzynski is CEO and a founding Director of Strategos (www.strategos.com), a leading international consulting firm, also founded with best-selling author and strategist Gary Hamel. Strategos' clients have included such major companies as Best Buy, Nokia, Schneider Electric, and Whirlpool. Skarzynski is widely published on the topic of innovation and has written for Dow Jones, CEO Magazine, the Drucker Foundation, and other well known publications. He is a frequent and sought after corporate speaker.

To learn more about *Innovation to the Core*, please see

SAMPLE NEWSLETTERS

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