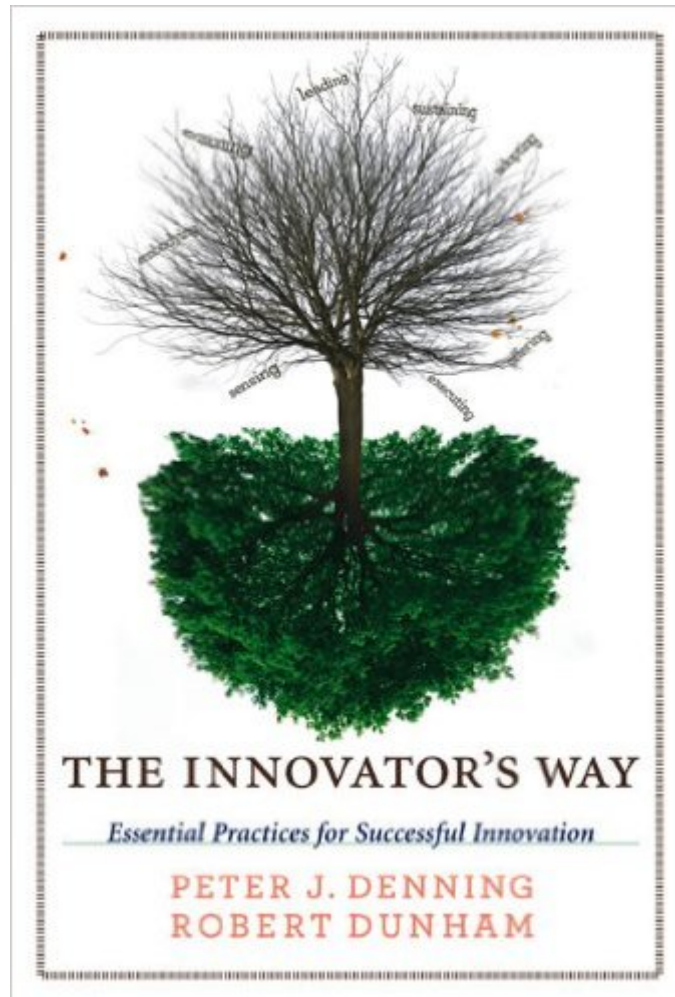


The book was found

The Innovator's Way: Essential Practices For Successful Innovation (MIT Press)



Synopsis

Innovation is the ruling buzzword in business today. Technology companies invest billions in developing new gadgets; business leaders see innovation as the key to a competitive edge; policymakers craft regulations to foster a climate of innovation. And yet businesses report a success rate of only four percent for innovation initiatives. Can we significantly increase our odds of success? In *The Innovator's Way*, innovation experts Peter Denning and Robert Dunham reply with an emphatic yes. Innovation, they write, is not simply an invention, a policy, or a process to be managed. It is a personal skill that can be learned, developed through practice, and extended into organizations. Denning and Dunham identify and describe eight personal practices that all successful innovators perform: sensing, envisioning, offering, adopting, sustaining, executing, leading, and embodying. Together, these practices can boost a fledgling innovator to success. Weakness in any of these practices, they show, blocks innovation. Denning and Dunham chart the path to innovation mastery, from individual practices to teams and social networks.

Book Information

Series: MIT Press

Paperback: 464 pages

Publisher: The MIT Press; Reprint edition (September 14, 2012)

Language: English

ISBN-10: 0262518120

ISBN-13: 978-0262518123

Product Dimensions: 6 x 0.9 x 9 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #1,206,054 in Books (See Top 100 in Books) #154 in Books > Business & Money > Processes & Infrastructure > Research & Development #233 in Books > Business & Money > Human Resources > Knowledge Capital #2378 in Books > Business & Money > Skills > Decision Making

[Download to continue reading...](#)

The Innovator's Way: Essential Practices for Successful Innovation (MIT Press) The Innovator's Hypothesis: How Cheap Experiments Are Worth More than Good Ideas (MIT Press) The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change) The Innovator's Dilemma: When New Technologies Cause Great Firms to

Fail (Management of Innovation and Change) The Innovator's Solution: Creating and Sustaining Successful Growth The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business The Internet of Things (The MIT Press Essential Knowledge series) Metadata (The MIT Press Essential Knowledge series) Cloud Computing: The MIT Press Essential Knowledge Series Sustainability: The MIT Press Essential Knowledge Series Crowdsourcing (The MIT Press Essential Knowledge series) The Technological Singularity (The MIT Press Essential Knowledge series) T-shirt Black Book - The Ultimate How To Guide to Starting A Successful Clothing Line: The essential guide for startup brands wanting to create a successful clothing line. The Innovation Expedition: A Visual Toolkit to Start Innovation The Life Science Innovation Roadmap: Bioscience Innovation Assessment, Planning, Strategy, Execution, and Implementation What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services Sustainable Innovation: Build Your Company's Capacity to Change the World (Innovation and Technology in the World E) Motorcycles (21st Century Skills Innovation Library: Innovation in Transportation) Masters of Corporate Venture Capital: Collective Wisdom from 50 VCs Best Practices for Corporate Venturing How to Access Startup Innovation & How to Get Funded Innovation in Open and Distance Learning: Successful Development of Online and Web-based Learning (Open and Flexible Learning Series)

[Dmca](#)