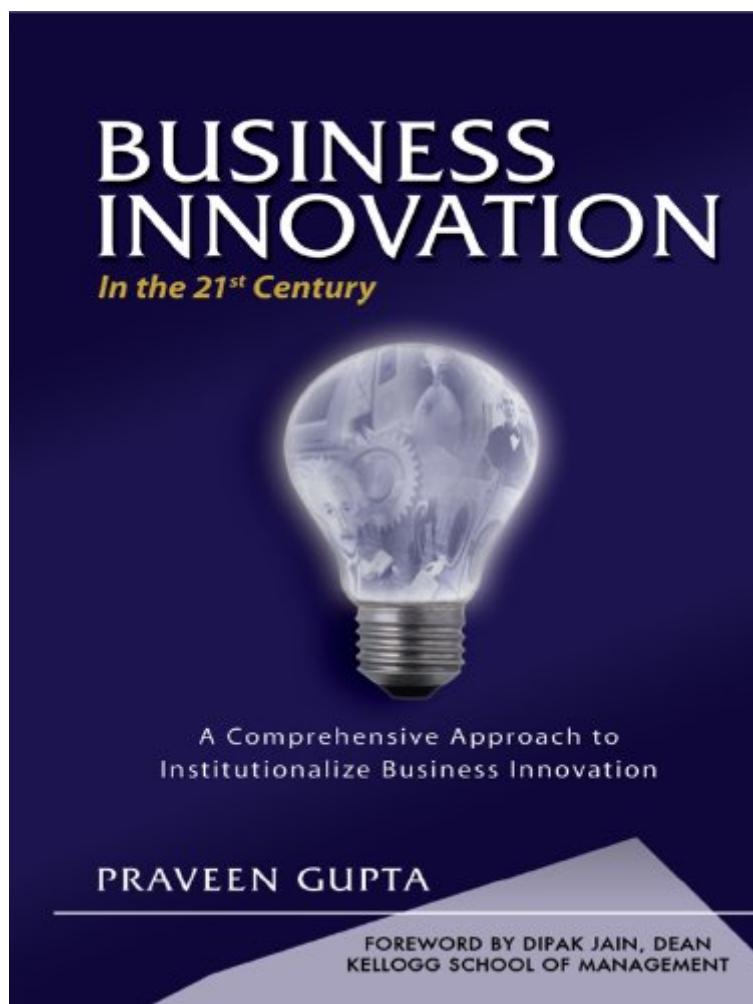


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# Business Innovation In The 21st Century



## Synopsis

The Business Innovation book, with Foreword by Dipak Jain, Dean, Kellogg School of Management, provides a framework for process of innovation in corporations for introducing new products, services, or solutions faster.\*\* Features -- Powerful new framework called Brinnovationâ„¢; Types of innovation: Fundamental, Platform, Derivative, and Variation; Management of Innovation; Measures of innovation.\*\* Table of Contents -- Part I. Evolving Innovation -- History, Tools, creativity, innovation on demand; Part II. Understanding Innovation -- Brain processes, Framework, Deployment, Measures; Part III. Institutionalizing Innovation -- Service, Protecting, Commercializing, and Managing Innovation; Wisdom of Innovation by Bob Galvin, Former Chairman/CEO of Motorola.

## Book Information

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## Customer Reviews

Innovations have become an buzz word in corporate and innovations starts from the day business gets started. The book provides the total framework that organisations could consider to develop and implement framework for Innovation.# Innovation depends on being creative on the spot.

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