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Innovation Magic (Paperback)

By Reena Dayal

Partridge India, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.The holy grail of the Innovation Function in an Organization is to keep the spirit of Intrapreneurship alive within the Organization, even when the Organization grows in size, expanding and becoming more and more unwieldy (if not bureaucratic) . This off course raises the following questions: 1. How does one identify the true Innovators in a large Organization and then harness them for the cause of Innovation? 2. How should the Organizational Innovation function be structured to make all of this happen? 3. How does one create a Culture for Innovation so that Innovation and it s enabling processes begin to work on their own ? This book attempts to answer these three questions and while there is an attempt to answer these in order, you will often see that the answers overlap and more than one question gets discussed /addressed at the same time. There is also an exploration of the role that artists may have to play in Business and Technology innovations. The role of the Specialist Generalist has been used to understand important...



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