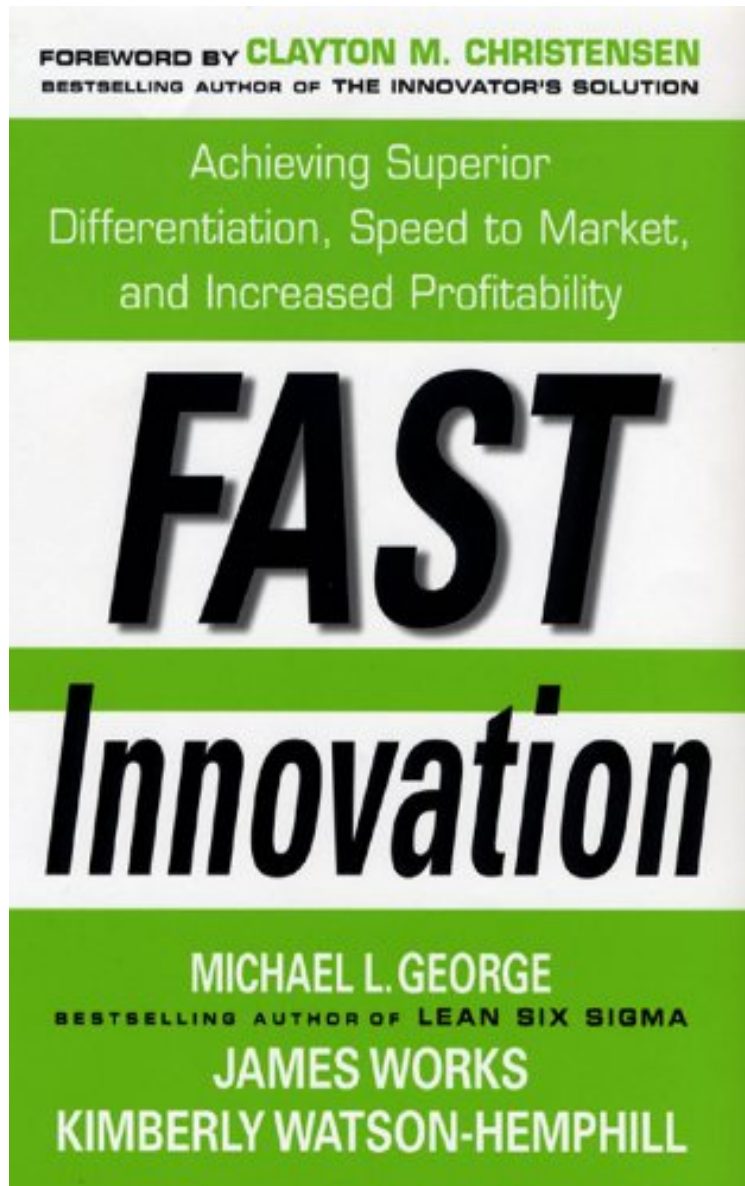


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Fast Innovation: Achieving Superior Differentiation, Speed to Market, and Increased Profitability: Achieving Superior Differentiation, Speed to Market, and Increased Profitability

Michael L. George, James Works, Kimberly Watson-Hemphill, Clayton M. Christensen
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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Fast Innovation: Achieving Superior Differentiation, Speed to Market, and Increased Profitability*: *Achieving Superior Differentiation, Speed to Market, and Increased Profitability*:

0 of 0 people found the following review helpful. *A Guide on Managing Innovation Using Process Improvement Techniques* By Mark S. Wroblewski This was the first of George's books I picked up; I have since read through some of his other works: *Lean Six Sigma*, *Lean Six Sigma for Service*, and *Conquering Complexity*. Here in *Fast Innovation*, the author draws on his deep and broad experience in Process Improvement to show how such techniques can be brought to bear on dealing with innovation. Those versed in Lean and Six Sigma techniques themselves should find this a very useful tool to extend their range towards planning effectively to go after new work close(r) to the cutting edge of their industries. Those with more reading in Prof. Clayton Christensen's works on innovation will find here many good pointers to show that "Innovation" is not some magic only available to the lucky few, but most often comes from solid groundwork in aligned fields, done with one's mind kept open to the next possibilities. Useful to both camps are the discussions on keeping the hunt for innovations focused on something the organization can manage to complete in a timeframe that's relevant to the balance sheet. This is where George's experience in complexity management shows, including the ideas on reuse of modules, teams, and existing processes, and focusing the new innovation efforts only where they are truly needed. 2 of 2 people found the following review helpful. *Be careful of formats* By SD Texas Be careful to inquire with the seller about what version is being advertised and shipped. There is a hardbound 335-page book which is the full version, and there is a 143-page paperback executive overview version that only includes part 1 of the full book. I ordered what I thought was the hardbound version and was disappointed to actually receive the paperback version from the seller, which did not disclose this in their item description. I suspect there are others like that judging from the variance in prices. I have returned the paperback and now have the hardbound and am happy. 4 of 5 people found the following review helpful. *Solid book on Innovation AND Execution* By Anh Thu Vo Having worked at several Silicon Valley start-ups and with several visionaries, I can honestly say that innovation, especially the product and new market definition types, are somewhat easily arrived. However, once envisioned, most start-ups/visionaries fail miserably to execute. Visions without execution are just hallucination! This book not only presents the what's and why's of innovation but also the how's. It details some solid guidelines for being fast and productive in an uncertain environment where disruptive innovations reign. I would recommend reading this book along with the following books: - *Innovator's Dilemma*, Clayton Christensen - *Innovator's Solution*, Clayton Christensen - *Crossing the Chasm*, Geoffrey Moore - *Inside the Tornado*, Geoffrey Moore - *Harvard Business Review's Darwin and the Demon*, Geoffrey Moore - *Execution: the Discipline of Getting Things Done*, Larry Bossidy et al

"How can I create an innovation engine that will consistently deliver substantial organic growth?" This question is the number-one issue for most CEOs and senior executives today. Innovation is a critical driver of organic growth, yet based on the authors' research, only a small percent of companies effectively use innovation to sustain long-term, profitable growth. And the stakes couldn't be higher—failure to create successful new products, services, and business models causes stagnating or declining profits. Now, for the first time, experts Michael George, James Works and Kimberly Watson-Hemphill explain the surprising and significant gap between the CEO's growth goals and actual performance. The authors, who are experts at connecting strategy to execution, give you a complete blueprint for exploiting the strategic and operational dimensions of innovation. Using fresh insights about the true drivers of fast time-to-market and the inadequate success rate of innovation, *Fast Innovation* reveals: Why current approaches to innovation fail A new strategic and tactical plan that will help your company dramatically reduce time-to-market by 50 to 80 percent The secret for finding out what your customers really want (not just what they say they want) Tools and methods for turning customer insights into ideas that will generate significant ROI The key levers that senior leadership must engage to create innovation capability across the business You'll receive specific actionable solutions for driving disruptive and sustaining innovation at the strategic, portfolio and project level. You'll also learn how to improve how much time your innovation teams actually spend innovating, and discover the changes that must be launched at the corporate level in order to enable the whole business to embrace and get results from this approach.

From the Back Cover *Achieving Superior Differentiation, Speed to Market, and Increased Profitability* "Of all the innovation books we've read post-Christensen, this one does the best at speaking the language of the CEO and other top executives." - Harvard Business School Working Knowledge "My understanding of innovation has been enlarged through my interactions with Mike. I am grateful that in the writing of this book Mike has relied upon my research and that I have similarly been able to build upon his understanding. I thank him for providing all of us with the set of practical implementation tools presented in this book." - CLAYTON M. CHRISTENSEN, Robert and Jane Cizik Professor of Business Administration, Harvard Business School, author of *The Innovator's Dilemma*, *The Innovator's Solution*, and *Seeing What's Next* "Growth through innovation is key to Eli Lilly and Company. To serve our commitment to meeting medical needs and achieve our growth goals requires more innovation, faster

innovation and, at the same time, less resource consumption and risk. This book identifies some of the significant changes in strategy and tactics needed for an innovation process to achieve these goals. Every executive concerned with the changing business of innovation would do well to become familiar with the principles contained in this book.

“ALPHEUS BINGHAM, Vice President, Strategy, Lilly Research Laboratories, Eli Lilly and Company
Texas Instruments recognizes the importance of creating highly differentiated products with faster time-to-market as the driver of profitable growth. In this book, you will receive the strategic insight and the practical tool set needed to significantly improve your company's rate of successful innovations. I encourage every executive who is interested in accelerating the growth of his business to read this book.”

EMERY POWELL, New Product Development, Texas Instruments Inc.

About the Author
Michael L. George is an executive advisor and a leading expert at helping Fortune 500 companies connect strategy to execution. He is author of the bestselling *Lean Six Sigma*, *Lean Six Sigma for Service*, and co-author of *Conquering Complexity in Your Business*. Mike is Chairman and CEO of George Group. James Works advises senior executive teams in the areas of innovation, business strategy, operations improvement and organizational change. He is President and Chief Operating Officer of George Group. Kimberly Watson-Hemphill has built a reputation over the last 12 years as a leading expert in the field of innovation and design across many different product, service and business model applications.