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Rajiv Narang, Devika Devaiah
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Rajiv Narang, Devika Devaiah : Orbit-Shifting Innovation: The Dynamics of Ideas that Create History before purchasing it in order to gauge whether or not it would be worth my time, and all praised Orbit-Shifting Innovation: The Dynamics of Ideas that Create History:

0 of 0 people found the following review helpful. 5 stars By Evgeny Dear authors, I was appreciated reading this book. Thank you for your job! 1 of 2 people found the following review helpful. Very Thought Provoking Discussion By Beth This is an incredibly dense book that reads more like a textbook so if you're expecting light,

motivational business ideas this is not for you. It is also unfortunately printed in rather small text which is packed onto the page with very small margins which can quickly lead to a loss of focus for the reader. Thankfully the chapters are split into smaller sections so it is relatively easy to find your place again when you pause and then pick the book back up. If you ignore the book's physical shortcomings this is a very thought provoking discussion of innovation and what it means for people and business. It covers topics ranging from healthcare to technology and provides numerous examples of innovation in the world. If you can keep your focus through the many challenges to reading that this book presents it's really a very good read and well worth the time investment.

0 of 1 people found the following review helpful. A Roadmap to Make Innovation Work By John Chancellor Many CEOs dream of their company coming up with a revolutionary new product/service that will be the "next big thing", create massive success for the company and establish the legacy of the CEO. In theory, this process often involves some eccentric genius working in isolation who stumbles on the newest big innovation. Rajiv Narang and Devika Nevaiah, authors of *Orbit Shifting Innovation*, have written a book that dispels the notion about how "orbit shifting innovation" occurs. The first point they make is that additional ideas are not what is needed. Most companies have multiple ideas in the pipeline. But, the vast majority of those ideas are just incremental improvements on existing products/services. If an idea is to be orbit shifting, it must go beyond the boundaries of conventional thinking by examining totally different approaches. According to the authors, "orbit shifting insight is a quest for questions, not a search for answers." The book is divided into four parts. Part one presents case studies of dozens of orbit shifting innovations that made history. Part two focuses on the barriers that orbit shifting ideas will encounter. The first barrier is the mindset gravity. As the authors point out, most ideas don't get killed, they just get diluted. There are plenty of other barriers that orbit shifting ideas encounter – most of them because of the self-interest of employees/divisions that are unwilling to take the risk involved with orbit shifting innovation. The third part of the book deals with the normal dilution that occurs when an orbit shifting idea moves into the execution stage. There will always be plenty of doubters and gatekeepers whose interest is to protect their own territory. Part four discusses methods for leading through orbit shifting innovation. The book is based on real world experience of the authors in working with countless companies creating and executing orbit shifting innovation. There are literally dozens of success stories scattered throughout the book. In addition, there are plenty of text boxes "As a CEO think about this" that raises questions for a leader to consider about their own business. There are end notes at the end of each chapter and an extensive reference section at the end of the book. The authors write in a business/conversational style and it is easy to read/understand. There are plenty of illustrations/charts to help explain the concepts the authors are discussing. This book will be most valuable to CEOs, and other C-level executives involved in or responsible for the growth/innovation of the company. The book takes a straightforward, business like approach to innovation. If you are committed to helping your company achieve orbit shifting innovation, this will certainly be a valuable addition to your resources. I was provided a review copy of this book.

"The Dynamics Of Ideas That Create History" Orbit-shifting innovation happens when an area that needs transformation meets an innovator with the will and the desire to create, and not follow, history. At the heart of every orbit-shifting innovation is the breakthrough that achieves a transformative impact. Businesses, social enterprises and even governments need orbit-shifting ideas to create a transformative impact. But how does that ground breaking idea come about, and what translates it into actuality? Charting the vast global landscape of orbit-shifting innovation and using unique examples from prominent businesses, the social sector, entrepreneurs and public services - spread across US, UK, Europe, Africa and Asia - the authors build insight into the key drivers behind taking on a transformative challenge and provide a unique framework to navigate the pitfalls and challenges in making it happen. Orbit-shifting innovation empowers everyone to overcome the obstacles to innovation and provides the tools to maximize the impact of transformative change. The inspirational examples and tools for success compel leaders and entrepreneurs to not only pursue impossible challenges but lead the successful journey from conception of an orbit-shifting idea to actually creating history.

"Orbit-shifting Innovation" is pioneering approach that can take diverse groups and introduce new thought paradigms to drive innovation. I have never worked with any other approach that could do this better. It builds the courage to target high value/ high risk projects that can disrupt existing markets. I have no hesitation in recommending it for the toughest innovation projects." --Neal Matheson "Chief Technology Officer for the Consumer Products, Johnson Johnson" "Orbit-shifting Innovation" is a fantastic journey. It took us beyond the boundaries of the industry and turned into a goldmine of refreshing insights and pathbreaking ideas." --Michiel Leijnse "Global Brand Director, Water Innovation, Personal Care Category, Unilever" "This book has more than just information about some of the greatest inventions and innovations of our time; there is also information on how and why any CEO should strive to create the same. ..." "Orbit Shifting Innovation" is all about how to become a better business leader and a complete game-changer. It's not easy, that's for sure, but if you're willing to put in the hard work (and this book will almost walk you through it) then you'll definitely be glad that you did." --Samantha Rivera "Readers' Favorite" "Orbit-shifting Innovation"

constantly impresses one, as I have never come across an approach that balances ideas and paradigms with such an ease, to successfully confront gravity and discover the Orbit-shifting Idea. - Erehwon is leading the way."--Carsten Hallund Slot "VP Corporate Research Innovation, Arla Foods, Denmark ""Devaiah Narang's new book is an utterly fresh take on the urgent topic of disruptive innovation. The planetary metaphor of gravity and orbits frames a lively exploration of hidden forces (cultural gravity of arrogance/subservience) and surprising allies (lateral thinking). The authors share an inspiring diversity of first-hand case examples, from cataract surgery to TV quiz shows, and cultural backdrops ranging from Korea to Hindustan. You'll come away not only believing it can be done, but knowing how you can do it."--Tim Ogilvie "CEO, Peer Insight and co-author, "Designing for Growth" "About the AuthorRajiv Narang is the Founder of Erehwon, a 20 year old pioneering Innovation firm, where he has helmed the redefining and recasting of Innovation. Recognized as India's Innovation thought leader, Rajiv was part of the National Planning Commission Panel to recommend India's Innovation strategy. With his unparalleled insight into business, social and public service innovation, he has inspired leaders and organizations across cultures and across the world in adopting orbit-shifting innovation.Devika Devaiah is a Director of Erehwon. She has led breakthrough research initiatives into challenger organizations, transworld partnerships and orbit-shifting innovation. Her cutting edge insight into innovation also comes from her unique ability to transform business, organization and leadership paradigms across regions in global organizations like Unilever, Walt Disney, Intel and Savola.