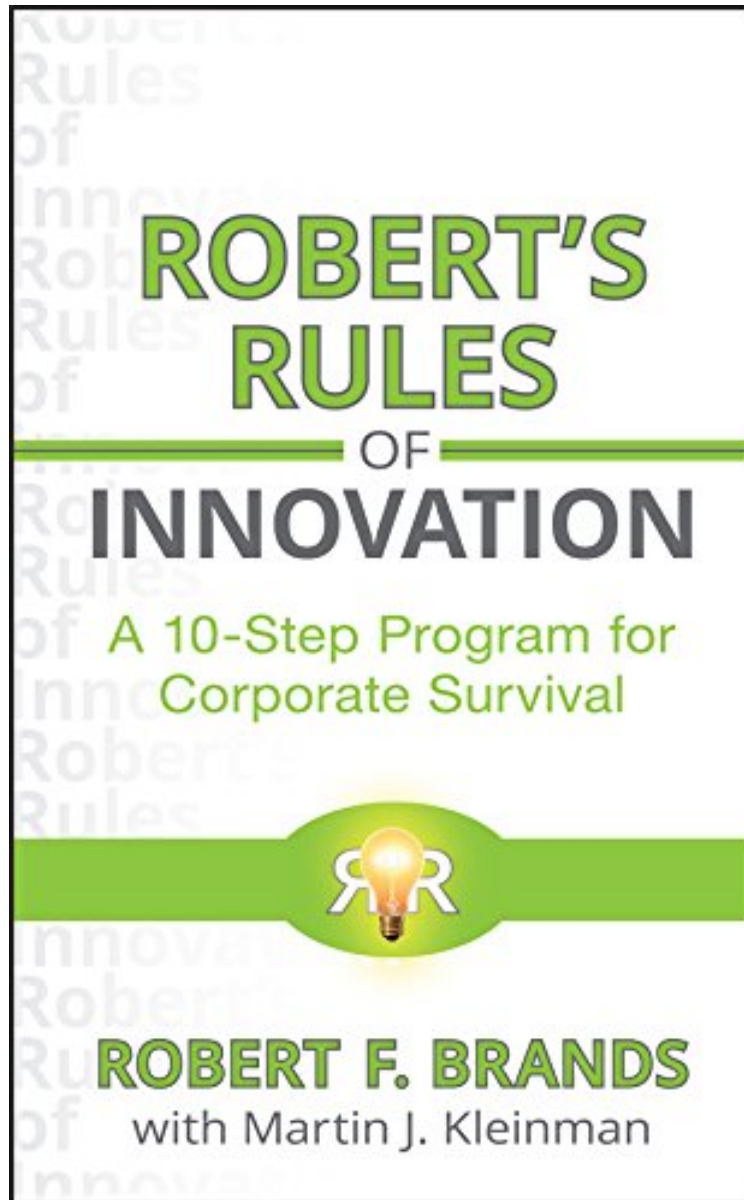


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Robert's Rules of Innovation: A 10-Step Program for Corporate Survival

Robert F. Brands, Martin J. Kleinman
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Robert F. Brands, Martin J. Kleinman : Robert's Rules of Innovation: A 10-Step Program for Corporate Survival before purchasing it in order to gauge whether or not it would be worth my time, and all praised Robert's Rules of Innovation: A 10-Step Program for Corporate Survival:

1 of 1 people found the following review helpful. Engaging, informative and action oriented! By Jeff RinkusMy

experience is that most companies talk about "we need more innovation", and very few know how to go about actually creating it! Robert's Rules of Innovation gives me a road map to follow to get to where every company wants to be - the forefront of their market or industry. This book provides the ten rules along with vivid examples that are easy to follow! Robert and Martin nail MY requirements to be engaging, informative and action oriented, leaving me with plenty of steps to take in my own journey to innovation excellence.

1 of 1 people found the following review helpful. A Must-Read for Anyone Concerned With Improving Innovation Management By Jeff Groh Robert's Rules of Innovation is a must-read for anyone interested in improving their organization's ability to improve innovation management. It is especially important for senior managers or whoever is responsible for profit and loss. Every company wants to become "more innovative". But what does that mean? Robert's Rules of Innovation crystallizes much of what I teach in my innovation management courses in an easy-to-digest, 10-step program and helps provide a road map to improve your ability to manage innovation. For any business, learning to become "more innovative" is not just an academic exercise. In the long run, only through innovation can any company survive and more importantly, prosper. If you are concerned about your ability to balance exploiting your existing knowledge through incrementally improving existing products and services with the need to generate new knowledge that results in new sources of revenue and growth, then Robert's Rules of Innovation is an excellent place to start!

2 of 2 people found the following review helpful. Great Innovation Advice for My Small Company By Kimberly R. My small company has always struggled with creating innovative new products. I found this book while looking for a tool to help me jump start the new product development process. While innovation has never been one of our strengths, we are very strong operationally. This book helped me change the new product development process into an operational action plan with step by step instructions we could follow to improve our level of innovation. Although Robert's experiences shared in the book took place mainly at very large enterprises, this book applies to any size company, including entrepreneurial and small businesses.

From a leader in innovation best practices, 10 simple and practical steps your business must take to achieve profitable growth, through innovation In this timely guide, innovation expert and former CEO Robert Brands presents the best practices for today's "innovate or die" world, in the form of 10 simple and practical steps your business must take to achieve growth through innovation. Robert's Rules of Innovation trade; simply, intelligently, and entertainingly creates order from the chaos imposed by today's misguided mandate for "addition by subtraction" profitability. Concisely, Robert's Rules of Innovation trade; Distills Robert Brands' wealth of experience as a leader of international product development teams Explains why innovation is imperative Provides the practical steps needed to deliver innovation Draws upon the wisdom of global business leaders and is filled with real world examples, anecdotes, and practices Timely, accessible, and indispensable, Robert's Rules of Innovation trade; is a road map for success through sustainable innovation with a clear message: innovation is the lifeblood of business and the secret to outperforming your competition. Direct and practical, Robert's Rules of Innovation trade; is a must-read for managers at all levels.

Recent Author Interview : youtu.be/2UCGsNyohT4 From the Author Robert's Rules of Innovation is all about how to Create and Sustain Innovation in Ten key Imperatives. Whether you are a novice or expert, RROI will help start of finetune your abilities so you can Innovate and Thrive! Look for The Art Of Implementation, Robert's Rules of Innovation II, a sequel and practical guide to the struggles and challenges to execute and make Innovation happen: