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The Discovery Group, for example, is upending the medical and life-insurance industries in its native South Africa and also has operations in the United Kingdom, the United States, and China, among other locations. Innovation is a standard measure in the company's semiannual divisional scorecards—a process that helps mobilize the organization and affects roughly 1,000 of the company's business leaders.

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## **The Other Side of Innovation: Solving the Execution ...**

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The Other Side of Innovation is based on an extensive ten-year study that produced the most extensive library of case studies about executing innovation initiatives in the world. Several of the case studies are summarized in this book.

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The Other Side of Innovation shows—using practical examples and ideas and clear writing—how to marry the company's core business with new activities. With its emphasis on the importance of implementation, the book provides a wonderful complement to the emphasis on creativity and discovery so

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common in the innovation literature.”

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And there are deep and fundamental conflicts between the two. Drawing on examples from innovators as diverse as Allstate, BMW, Harley Davidson, IBM, Nucor, and Timberland, the authors show how to avoid the most common poisonous myths about innovation, how to build the right team for any initiative,...

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The Other Side of Innovation Companies can't survive without innovating, but most put far more emphasis on generating "Big Ideas" than on executing them. Model 1: Innovation = IDEAs + Motivation

## **The Other Side of Innovation: Solving the Execution Challenge**

On the other hand is Mac, whose innovation has reduced to a crawl in the recent years, due to the pressure of the iOS interface. Hack your way away from Unnovation Retrospectively mentioning the Kodak example, you stand a great deal of risk of your competitors overstepping your niche to outdo your competence.

## **The Other Side Of Innovation**

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