



## Agile Innovation: The Revolutionary Approach to Accelerate Success, Inspire Engagement, and Ignite Creativity

By Langdon Morris, Moses Ma, Po-chi Wu

John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Agile Innovation: The Revolutionary Approach to Accelerate Success, Inspire Engagement, and Ignite Creativity, Langdon Morris, Moses Ma, Po-chi Wu, Find your company's unique innovation style, and nurture it into a powerful competitive advantage Praised by business leaders worldwide, Agile Innovation is the authoritative guide to survival and success in today's "innovate-or-die" business world. This revolutionary approach combines the best of Agile with the world's leading methods of Innovation to present a crisp, articulate, and proven system for developing the breakthrough capabilities every organization must master to thrive today and tomorrow. You already know that effective innovation doesn't happen by accident-it is achieved by careful design. Agile Innovation addresses the three critical drivers of innovation success: accelerating the innovation process; reducing the risks inherent in innovation; and engaging your entire organization and your broader ecosystem in the innovation effort. The key frameworks described here build on the proven success of Agile to provide a comprehensive and customizable Innovation Master Plan approach to sustained innovation improvement in the five critical performance areas: strategy, portfolio, process, culture and infrastructure. Major topics include: the power of Agile in the innovation process, how to overcome innovation risk, the...

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