



Masters of Innovation: Building the Perpetually Innovative Company

By Kai Engel, Violetka Dirlea, Stephen Dyer

LID Publishing. Hardback. Book Condition: new. BRAND NEW, Masters of Innovation: Building the Perpetually Innovative Company, Kai Engel, Violetka Dirlea, Stephen Dyer, Masters of Innovation is the manual for creating a sustainable innovative organization - because innovation is not an art. It's a capability. The past 15 years have brought a flood of how-to books about innovation, most of them stuffed with stories of startling eureka moments and charismatic leaders. These stories have little to teach business leaders their own innovation capability. But Masters of Innovation clearly and concisely explains how managers make innovation more than just a 'breakthrough moment'. This book offers the real experience of the world's best Innovators. These are not just the hot 'tech' companies of the moment, but companies growing in traditional sectors - automotive, train travel, household appliances - where slow growth would be expected. Many have been in business for generations, and still they grow. Being innovative is a repeatable process that can be studied and learned, one that will sustain a company's profitable growth for decades.



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