



Driving Growth Through Innovation: How Leading Firms Are Transforming Their Futures (Business)

Robert B. Tucker

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You've read creativity books before, but innovation, as bestselling author Robert B. Tucker explains in this groundbreaking book, is much, much more: it is bringing new ideas to life—to drive growth, profitability and competitive advantage. Innovation is fast becoming the critical business skill of the 21st century. *Driving Growth Through Innovation* will take you behind the scenes to learn the winning methods behind some of the most exciting breakthroughs of our time. You will find out how innovators at Colgate-Palmolive brainstormed a product—Colgate Total—that unseated Crest to become the world's leading toothpaste brand. Learn how Citigroup, the world's largest financial services company, has used its global innovation initiative to generate fifteen to twenty percent of their revenue from products that have been introduced in the previous two years. Witness a highly unconventional, even controversial, focus group that Daimler Chrysler used to design the breakthrough PT Cruiser. Get the true story of how developers at Maytag used their experiences with designing the revolutionary Neptune washer to jumpstart growth in a mature market. And how Dana Corporation consistently elicits two ideas per month per employee with a stunning eighty percent implementation rate.

This second edition has been revised and updated throughout and includes a self-assessment instrument so that readers can evaluate the innovation culture and practices of their organizations, as well as a discussion of the newly emerging position of chief innovation officer.

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