



# Leading Innovation and Change Management-Characteristics of Innovative Companies

By Osman M. Gunu

ILEAD Academy. Paperback. Book Condition: New. Paperback. 132 pages. Dimensions: 8.9in. x 5.9in. x 0.4in. This book is an easy to read book which examines the characteristics of the top five global innovative companies (Apple, Google, Toyota, Microsoft and Nintendo). Interviews with some of the CEOs demonstrate that they believe innovation has no handbook or manual. Developing a breakthrough product is a matter of chance. The book has examined the perspectives of the CEOs interviewed and how they are oiling their innovation engine to stay competitive in the ever changing global market. Leading Innovation and Change Management - Characteristics of Innovative Companies is designed for business schools seeking to expose students to leadership and entrepreneurial skills of the 21st Century. Each chapter begins with case analyses of the company; examines the innovation policy of the company; the companys marketing strategy, human resource policy as well as the industry overview. The chapters discuss what each company is uniquely doing to sustain its competitive advantage in the ever changing global market. Each chapter examines the importance of developing creative and innovative workforce; and why continuous organizational learning is critical for survival. This item ships from multiple locations. Your book may arrive from Roseburg,OR,...



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