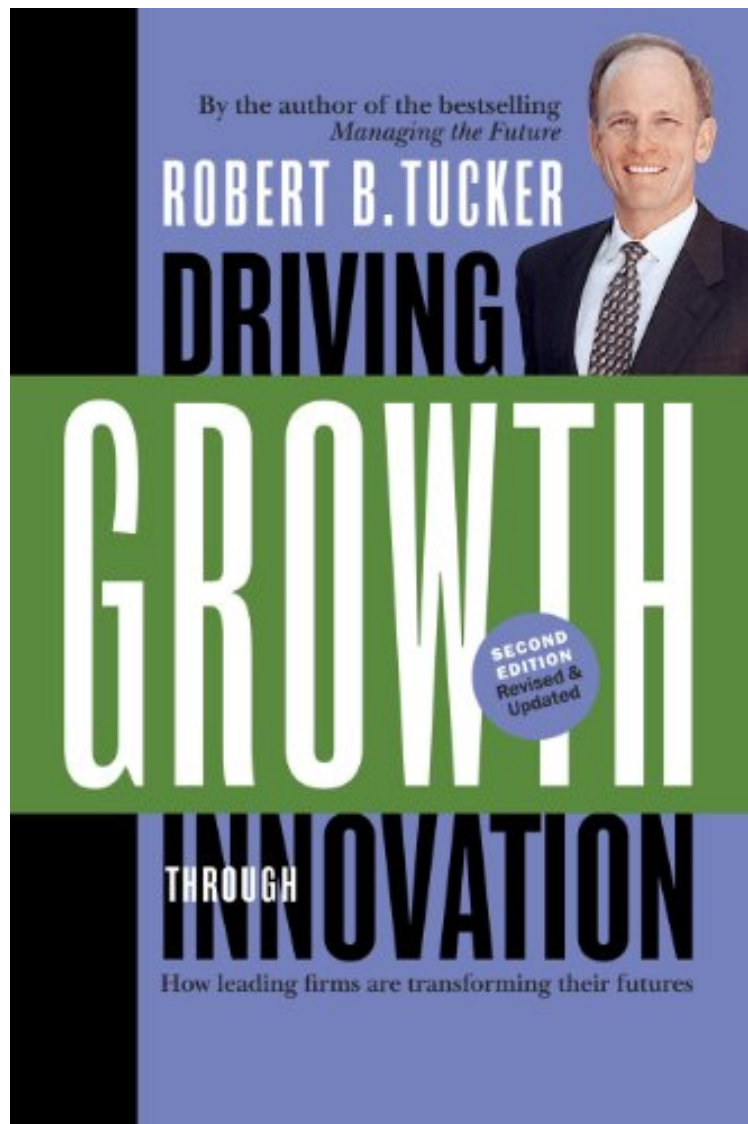


[Mobile book] Driving Growth Through Innovation: How Leading Firms Are Transforming Their Futures (Business)

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

Robert B. Tucker

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**Robert B. Tucker : Driving Growth Through Innovation: How Leading Firms Are Transforming Their Futures (Business)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Driving Growth Through Innovation: How Leading Firms Are Transforming Their Futures (Business):

0 of 0 people found the following review helpful. Five StarsBy Laura ConwayGreat book, easy read,,,,,i recommend it.0 of 1 people found the following review helpful. Master InnovatorBy Ted WhetstoneI've seen Robert work the

room. He has a plethora of stories and anecdotes to assist any entrepreneur or corporate manager in keeping their innovation programs fresh. His book is a permanent reference for me. The Book on Business from A to Z: The 260 Most Important Answers You Need to Know. 4 of 5 people found the following review helpful. An artful blending skillful machinations on how to master innovation as a "disciplined, systematic repeatable process"...By Lee Say KengEver since reading 'Winning the Innovation Game' also listening to the audio compilation, 'Innovative Secrets of Success', at the tail end of the eighties or so, I have always been impressed by the work of innovation strategist Robert Tucker. In fact, I even had a brief fax correspondence with the author during the early nineties, during which he had generously offered me some additional valuable information. I had also read his subsequent book, 'Managing the Future: 10 Driving Forces of Change', its audio version, 'How to Profit from Today's Rapid Changes', as well as many of his other interesting articles in magazines, newsletters or on the web since then. For me, after a perusal, 'Driving Growth through Innovation' seems more like an intellectual expansion of his earlier work, 'Winning the Innovation Game', with substantial refinement of the stuff he has spent the last twenty years in studying, researching consulting. From my personal perspective, 'Winning the Innovation Game' was a broad-brush of his findings from some 50 innovative companies during the early years. In contrast, 'Driving Growth through Innovation' is a more in-depth analysis of the success factors of what he has designated as the 23 Innovation Vanguard companies. BMW is one of them. What I like about the book so fondly is his artful blending skillful machinations on how to master innovation as a "disciplined, systematic repeatable process" in an organisation. I certainly like his expressed belief in the Introduction, that "you'll grow as an individual in the process of mastering innovation". That's to say, what applies in an organisational setting also works well in the personal setting, as far as the pursuit of innovation is concerned. The author writes very eloquently succinctly. The book is spiced with provoking questions relevant strategy checklists. In fact, I dare to say that very, very few innovation authors have adopted his innovative presentation style. There are only 10 chapters, but he followed up - peppered - each chapter of the book with "magical numbers", as follows: Chapter 1: What It takes to Drive Growth: 5 essential practices that undergird business growth; Chapter 2: Leading Innovation: 3 types of innovation; assessing your firm's Innovation Adeptness against 10 criteria; 6 most important leadership functions in building an all-enterprise innovation capability; Chapter 3: Cultivating the Culture: 11 strategies designed to guide you in improving your firm's culture for greater innovation effectiveness; Chapter 4: Fortifying the Idea Factory: 7 distinct methods of idea management, plus 7 suggestions to guide you in designing implementing a system; plus 10 guidelines to keep in mind as you consider how best to empower the process; Chapter 5: Mining the Future: 6 strategies innovation-adept firms are using to analyse trends; 3 critical components to developing your own future scan system; Chapter 6: Filling the Idea Funnel: 6 strategies to ensure a steady stream of good ideas; Chapter 7: Producing Powerful Products: 6 strategies to master the art of deriving business value from innovation; Chapter 8: Generating Growth Strategies: 6 places to jump start your search for imaginative new business models for your firm; [I like what he wrote: "Strategy innovation is, first foremost, an act of imagination - the ability to see how something could work better from the customer's standpoint, in a way that in turn profits the sponsoring firm".] Chapter 9: Selling New Ideas: 7 strategies for selling new ideas; [Another good point from the author: "Innovation has always been about selling ideas".] Chapter 10: Taking Action in Your Firm: 7 areas to look at prior to preparing an Innovation Initiative; How do you like that? For me, that really makes perusal - digestion - a breeze as you can zero into the brass tacks very quickly. The author has focused primarily on what actually works, not fancy theories. Just pure insights from the battlefield trenches of 21st century innovators! In spite of his two-decades' experience working with companies to improve innovation, the author has rightly admitted that he "rode on the shoulders of giants" in writing the book. In this respect, I reckon that the author has fashioned his thinking as well as rethinking about strategy innovation from the work of Peter Drucker, who was the first among all the gurus out there to assert that "innovation is a disciplined, systematic repeatable process". To end this review, I would strongly recommend reading Peter Drucker's 'Innovation Entrepreneurship' as well as Michel Robert's 'Innovation Formula' as thought companions. They will certainly be worth your while.

Yoursquo;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 lifemdash;to drive growth, profitablity 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 productmdash;Colgate Totalmdash;that unseated Crest to become the worldrsquo;s leading toothpaste brand. Learn how Citigroup, the worldrsquo;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.

**About the Author** Robert B. Tucker is president of The Innovation Resource and an internationally recognised leader in the field of innovation. Formerly an adjunct professor at the University of California, Los Angeles and Tucker has been studying innovators and innovative companies since 1981. His pioneering research in interviewing over 50 leading innovators was published in the book *Winning the Innovation Game* in 1986. Since then, he has continued to publish widely on the subject, including his international bestseller, *Managing the Future: 10 Driving Forces of Change for the New Century*, which has been translated into 13 languages and the first edition of *Driving Growth Through Innovation*. As one of the thought leaders in the growing Innovation Movement, Tucker is a frequent contributor to publications such as the *Journal of Business Strategy*, *Strategy Leadership* and *Harvard Management Update*. He has appeared on CNBC, CBS News and was a featured guest on the PBS series, *Taking the Lead*. Tucker is a much sought after keynote speaker at conventions, company management meetings and industry conferences. Clients include over 200 of the Fortune 500 companies as well as clients in Europe, the Americas, Asia-Pacific and Australia. Robert Tucker resides in Santa Barbara, California with his wife, Carolyn McQuay and daughter Cara Rose Tucker.