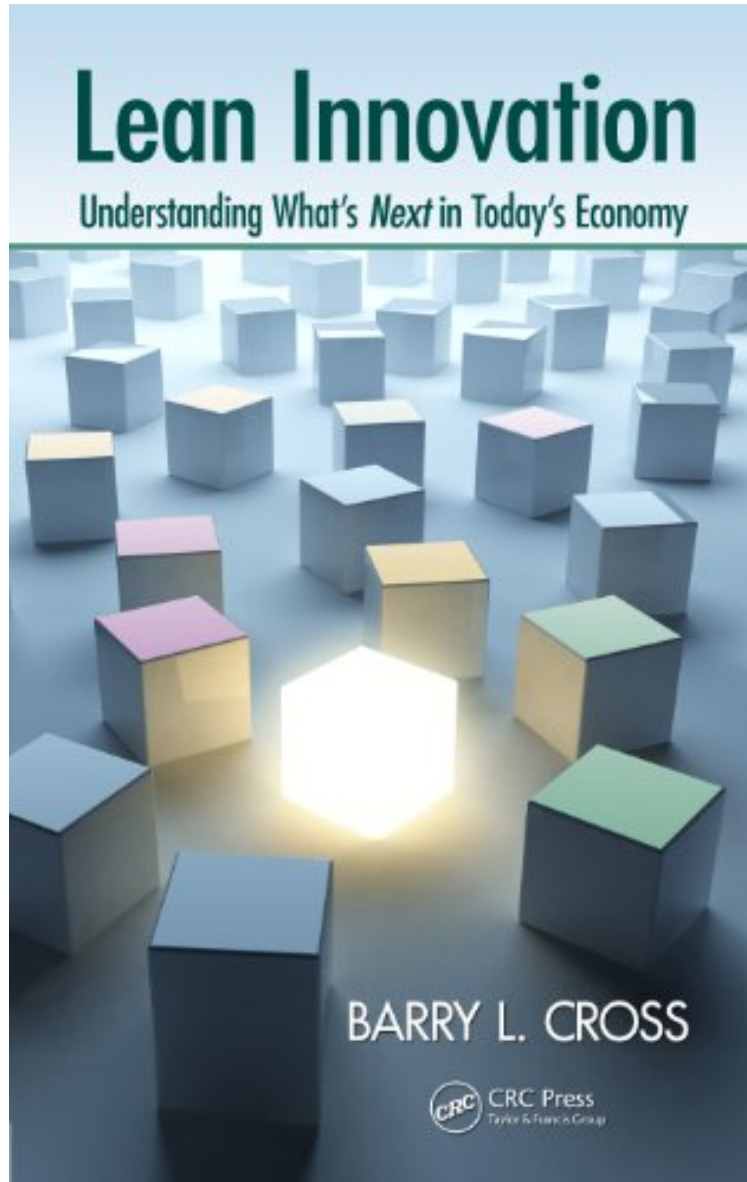


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Lean Innovation: Understanding What's Next in Today's Economy

Barry L. Cross

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Barry L. Cross : Lean Innovation: Understanding What's Next in Today's Economy before purchasing it in order to gauge whether or not it would be worth my time, and all praised Lean Innovation: Understanding What's Next in Today's Economy:

0 of 0 people found the following review helpful. Four Stars By O Flores I enjoyed the book and was able to relate to examples. I would recommend the book.

Do these comments sound familiar? We would love to be more innovative, but we don't have the resources. Innovation works in some companies; we just aren't that creative. We get some good ideas, but nothing ever happens with them. Unfortunately, they reflect the general perception and environment for innovation in many firms today. In *Lean Innovation: Understanding What's Next in Today's Economy*, Barry Cross explores how to use Lean to free up resources from within the organization to support and fund innovation and inspire a culture of creativity. Easy to read and humorous, Cross's stories resonate and his tactics are very applicable. He demonstrates that you likely have the people needed to drive innovation. Based on Cross's twenty-five years of experience, and filled with stories and anecdotes from a number of industries, the book presents a different look at innovation and how to recognize opportunities for moving past merely talking about innovation to action and making it a priority. The author examines roadblocks and how to use enablers like Lean to facilitate and focus the approach on driving the focus forward, to the place where creativity in our ranks is more important than responding to an email and where the organization isn't afraid to make an existing product redundant in favor of a new opportunity.