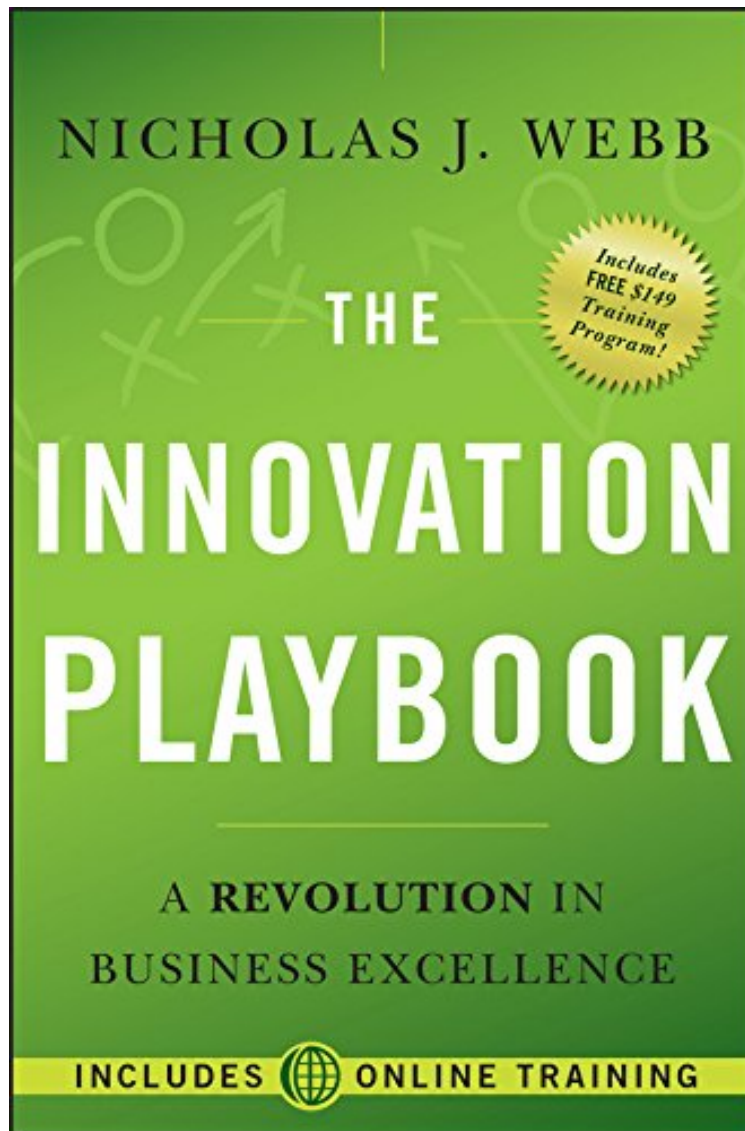


The Innovation Playbook: A Revolution in Business Excellence

Nicholas J. Webb

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Nicholas J. Webb : The Innovation Playbook: A Revolution in Business Excellence before purchasing it in order to gage whether or not it would be worth my time, and all praised The Innovation Playbook: A Revolution in Business Excellence:

1 of 2 people found the following review helpful. Innovation defined is worth the purchase priceBy wats 24I actually received this book as a gift having a known penchant for business books and innovation in particular. I quickly went online to peruse the reviews as I always do before wasting my time reading a book that may not be particularly helpful. Just the simplified definition of innovation alone made this a valuable addition to my substantial business book library. I am a physician who runs his own practice in addition to consulting on innovation for some of the

largest medical systems in the country. I have been able to modify this definition to fit into their enterprise innovation platforms nicely. The examples of "innovation superstars" referenced in the book were mostly new additions to the commonly recognized known innovators (it seems that every innovation book starts and ends with Apple!) This book even prompted my visit to two of the companies listed as innovation superstars, Sierra Nevada and Backyard Burger. Prior to reading the book I had marginally heard of these companies. Being able to personally correlate real world examples and what makes them special with the ideas in the book was outstanding. I did read the negative review by the professor and I have to totally disagree. In fact, I read the book with that review in mind. I found the accusation that all the "ecstatic" reviews were written by the author's friends or paid PR a little offensive especially in the headline of the article. I could just as easily say the professor is a competing author trying to bring down the rating of an excellent innovation guide. This book offers real world, practical advice perhaps not taught in a college course. The author's writing style may seem simplistic to a college professor but that's exactly what makes it so great! 12 of 15 people found the following review helpful. I suspect most 5-star reviews on this book have been written by the author's friends or paid PR. By Just a guy I am a marketing professor teaching new product development at a top-tier university. In my career, I have read a few dozen books about the topic, and this is one of the worst I have come across. It is a collection of often vague and mostly well-known ideas (e.g., consumer-centric innovation works better than innovation that does not take the consumer into account) and its main purpose appears to be the promotion of the author's business, which is some sort of training and "certifying" product development professionals. I just want to forewarn potential buyers - this book is not nearly as useful as the ecstatic reviews suggest. It certainly isn't worth a \$30 price tag. 0 of 1 people found the following review helpful. True Innovation By M. B. Orsatti There is so much written about innovation today, finally someone got it right. This book nails it! Nicholas Webb cuts through the jargon and mumbo-jumbo and reveals what true innovation is all about. In this economy we've had about all of the talk we can afford to have...we need action, and this book reads like a how-to manual in creating new business and innovation. It's so refreshing to have the nuts and bolts to back up the theory, and The Innovation Playbook delivers. The free online training that comes bundled with the book might seem like a nice "value add", but let me tell you, it is so well done and so dead on that you could toss the book and it would be worth the price of admission. I'm going to recommend this book to every business person I know. If every company in America followed the incredible advice given here, our economy would bounce back stronger than it's ever been!

A complete roadmap to a revolution in business excellence founded on innovation Author and successful innovator Nicholas Webb believes we need a revolution in business excellence founded on innovation. In The Innovation Playbook, you will learn why innovations fail, the five rules of customer connectivity, the power of "real open" innovation and customer co-creation, the secret formula for reducing product and market risk, the magic of Future-casting, and so much more. Includes an abundance of anecdotes and examples of successful-and unsuccessful-innovation Shares the 56 ways in which innovations fail Learn the success secrets of "Innovation Superstars" Reduce innovation failure and build speed to market Includes online training a (\$150.00 value) that will help you put the theory into practice, The Innovation Playbook will prepare you to get your CIS Certification, as well as to implement a successful innovation culture in corporate life.

From the Inside Flap THE INNOVATION PLAYBOOK A REVOLUTION IN BUSINESS EXCELLENCE If 84% of top business leaders think innovation is critical to their organization's success, then why do 95% of new products fail in the marketplace and less than 1% of the 2,000 patents issued each week ever return a profit to their company? Addressing the dismal failure rate of corporate innovation head on, The Innovation Playbook provides a complete roadmap to a revolution in business excellence founded on innovation. Written by successful innovator Nicholas J. Webb who has launched more than 300 innovations and has been awarded more than 35 patents by the U.S. Patent Office Part I of The Innovation Playbook highlights the importance of innovation in today's corporate world and details the reasons why so many of today's organizations can't get it done. Part II then lays out in six chapters the Nicholas Webb solution to achieving success through innovation. Whether you are a business owner, C-level manager, RD manager, marketing manager, or inventor, here, you will discover: Why innovation isn't working in today's organizations The obsession with risk and risk management Common "myths" about what innovators and innovative organizations should do The magic combination of customer focus, process, and culture that separates true innovation superstars from the rest of the pack The crucial concept of net customer value, including Webb's "value strata" set of standards of excellence and how to achieve it How you can get really close to customers and establish the "conduits of connectivity" necessary to truly understand net customer value A unique, modifiable framework and toolbox to find new ideas from external and internal sources, filter those ideas, and move them through the development process at utmost speed The key cultural components in an organization that support good innovation and tips for how to get there, with particular emphasis on using today's digital media tools to support innovation Case examples of companies that have "made it," how they did it, and how to become a superstar using the Certified Innovation Superstar trade certification and training program Complemented by a companion web site that helps you put theory into practice, The

Innovation Playbook's blueprint to success prepares managers and inventors to get their Innovation Superstartrade; certification as well as implement a successful innovation culture in real corporate life. From the Back Cover PRAISE FOR THE INNOVATION PLAYBOOK "After reading The Innovation Playbook, I couldn't wait to start my own Project X and neither will you. Nick Webb boldly debunks common myths about innovation and he's not afraid to use children, pumpkins, or massages to do it." — STEVE FAKTOR, Vice President, Business Growth and Innovation, American Express "The Innovation Playbook offers core elements that all of us can incorporate and learn from to help build success." — CHRIS THOEN, Director, External Innovation and Knowledge Management, Global Business Development, The Procter Gamble Company "This extraordinary book shows you how to tap into your personal and organizational genius for ideas to create new products and services, market and sell more effectively, and generate greater profits than you ever thought possible." — BRIAN TRACY, Author, The Way to Wealth 1-2 "Unlike so many others who write and theorize about innovation, Nicholas Webb has a proven track record as both a successful inventor and a well-known innovation strategist." — ROBERT M. SIMINSKI, Patent Attorney, Harness, Dickey Pierce, PLC About the Author Successful inventor and author of the bestselling book, The Cost of Being Sick, NICHOLAS J. WEBB is the founder and President of Lassen Innovation, a full-service management and innovation consulting firm. As a Certified Management Consultant; he provides consulting services to Honeywell and ITW Allergan as well as some of the country's top universities. Webb and his inventions have appeared on ABC, NBC, and Fox News. Nicholas Webb is also the author of the upcoming book, The Digital Media Innovation Playbook.