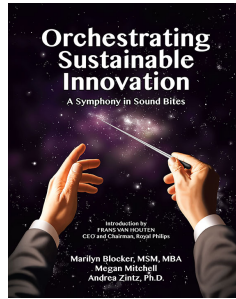


ORCHESTRATING SUSTAINABLE INNOVATION



A growing population, the narrowing gap between developed and developing nations, and rapid development in science and technology have brought about unparalleled transformation. Today the game has changed for leaders in almost every industry and sector. Old rules no longer apply, and today's executives must think in new ways if they're to keep their organizations economically viable. Despite that, innovation remains a challenge for many leaders. Why? Because it requires new ways of thinking, moving beyond business as usual, and solving problems more creatively.

For musicians and other artists, creativity is a given, yet very few people in business environments appreciate its value as a raw ingredient for innovation. Successful innovators are the exception, and they have a lot in common with two types of musicians: symphony orchestra conductors and jazz professionals. Like conductors, they ensure harmony and balance while building on tried-and-true practices. And like jazz musicians, they continually co-create, improvise, explore, and evolve.

Who are the 40+ "innovation virtuosos" featured in this book?

- Best-selling authors, leading business consultants, and educators from highly regarded academic institutions such as Dartmouth, INSEAD, Schulich, Wharton, and Yale
- Executives and practitioners at innovation-leading companies such as 3M, Alcoa, Amazon, GE, GlaxoSmithKline, Kimberly-Clark, Motorola, The Hershey Company, Toyota, Whirlpool, etc.
- Innovators from lesser-known organizations in the public, private, and not-for-profit sectors, including successful orchestra leaders, who prove that innovation can happen everywhere

Read this book cover to cover or select topics of interest. Either way you'll see winning strategies from 6 success stories and you'll learn about the 36 key innovation drivers and enablers described in short "sound bite" chapters. Whether you're a C-suite business leader, educator, practitioner, consultant, or student, you'll find thought-provoking questions and valuable takeaways. You'll see how leading innovators stimulate and sustain innovation even after the initial novelty has worn off. And with access to the many high-impact strategies contained in this book, you'll learn about the dynamic interplay of people, processes, and partnerships that drives successful innovation.