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Monetising Innovation

By Gautam Bohra

Bloomsbury Publishing, New Delhi, 2015. Hardcover. Book Condition: New. 252pp. Innovation is the key to survival, more so for a business organization. But how well does your company innovate? Does your strategy recognize the need for innovation? Does the company have a process for innovation that captures and converts potential ideas into commercially viable products? Do you have a continuous stream of offerings that hit the market with success? More critical, how do you measure the success of innovation efforts? ICaM (Innovation Capability Model) is a framework that answers to the innovation needs of a business organization. Predicated on extensive field research, academic study and professional experience of experts, it delineates the critical innovation drivers that an organization needs to focus to stay innovative. ICaM can help in: Creating a baseline on innovation capability in numerical terms Identifying the innovation drivers to focus Creating a clear focus on commercial benefits from an innovation Improving top and bottom lines of a business The book uses case studies from various sectors to help the users to connect to real life application. This book is a vital read for anyone who wants to use innovation as a key market differentiator. Sales and Marketing Highlights...



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