



## Diary of an Innovator: Finding the Path Not Taken

By Tom Borger

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 234 pages. Dimensions: 8.9in. x 6.0in. x 1.0in. Innovation is what every company wants to be able to do, but so few can actually do. It sounds sexy. It sounds cool. It sounds like the right thing to say: The way to succeed in the market place is through innovation! Every company believes that their future success depends on it. The desire is there. Why cant the actions follow the intent What is missing In this insiders guide to innovation, Tom Borger reveals something that most companies do not want to admit, but that innovators and entrepreneurs have always known. Innovation success is not about the process. Most companies spend a lot of time and energy refining their innovation process. Leaders want to believe that if they could just get the right process in place, the latent innovative talent of their organization would be revealed. Process is an important component but this is typically something that many companies can get right. The truth is that the process is a commodity. What companies are missing is the premium--the people. People drive the innovation process. Innovation is not...



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