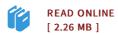




Knowledge Enterprise, The: Innovation Lessons From Industry Leaders (2nd Edition) (Hardback)

By Edward Huizenga

Imperial College Press, United Kingdom, 2014. Hardback. Condition: New. 2nd Revised edition. Language: English. This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. The Knowledge Enterprise is a unique second edition about mastering business innovation. Industry-leading companies reveal the secrets and lessons of transition leadership, the importance of customer engagement and the power of open innovation. Building on the success of the first edition, this book extensively develops the concept of the knowledge enterprise and business innovation. The knowledge enterprise identifies the critical elements of the strategies and organisational dynamics relentlessly pushing all parts of the corporation towards breakthrough innovations. It is about mastering innovation as the driving force to make a difference to society, people and healthcare. Where to play and how to win? Traditional approaches don t work. The book elaborates on the road map for future growth, the strategic choices and the change-provoking practices needed to realise the next level of company growth. The second edition also reprises how the knowledge enterprise creates competences and assets that make the company distinctive to enter new business and markets. The latest management thinking is integrated with intriguing, and entirely...



Reviews

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