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Most organizations approach innovation as if it were a sideline activity. Every so often employees are sent to “Brainstorm Island”: an off-site replete with trendy lectures, creative workshops, and overenthusiastic facilitators. But once they return, it’s back to business as usual.

Innovation experts Paddy Miller and Thomas Wedell-Wedellsbor

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Moving to an 'innovation-as-usual' mindset A siloed approach to innovation is unlikely to succeed. To deliver transformational results, innovation has to move beyond the R&D department and become firmly embedded in the culture of the organisation.

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Author(s): Padday Miller and Thomas Wedell-Wedellsborg

Condition: Used: very good

Edition: 2013 Format:

Hardback ISBN-10: 1422144194

ISBN-13: 9781422144190

Number of pages: 218

Publisher: Harvard Business

Review Press Title:

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Lonza, Go Travel, Prehype, DSM, and others, Innovation as Usual lights the way toward embedding creativity in the DNA of the workplace. So cancel that off-site. Instead, read Innovation as Usual—and put innovation at the core of your business.

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“ Innovation as Usual ” lights the way toward embedding creativity in the DNA of the workplace where regular employees in make innovation happen in a way that’s both systemic and sustainable.

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**Author Paddy Miller |
Innovation as Usual - Bring
Great ...**

In short, this book is about getting to a state of “innovation as usual,” where regular employees—in jobs like finance, marketing, sales, or operations—make innovation happen in a way that’s both systemic and sustainable. Instead of organizing brainstorming sessions, idea jams, and off-sites that rarely result in success, leaders should guide their people in what the authors call the ...

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an easy-to-implement process on how to organize the innovative instincts of the people in your company.”

Frans Johansson, CEO, The Medici Group; author, The Medici Effect and The Click Moment— “The authors challenge the notion that innovation cannot happen as part of every leader’s day-to-day responsibilities.

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