



The Agile Innovation Master Plan (Paperback)

By Langdon Morris

Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The Agile Innovation Master Plan is the revised edition of The Innovation Master Plan by Langdon Morris. The classic work from 2011, The Innovation Master Plan, has been adopted in corporations and universities worldwide. This global framework for innovation management and strategy has now been updated with the latest thinking and best practices in Agile. Is there any doubt in your mind about the importance of innovation? Do you feel that innovation is vital to the future of your company? Then perhaps you've already discovered that the process of innovation is difficult to manage. It's risky, expensive, and unpredictable. Further, some leaders look at the innovations that come from companies like Apple or PG, and think, We don't have people or resources like theirs. We can't do that kind of magic. But the truth is that Apple's success, or PG's, or Toyota's, isn't due to magic; it's because they follow a disciplined innovation process. So the best way for your firm to become an innovator is to adopt a systematic...



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