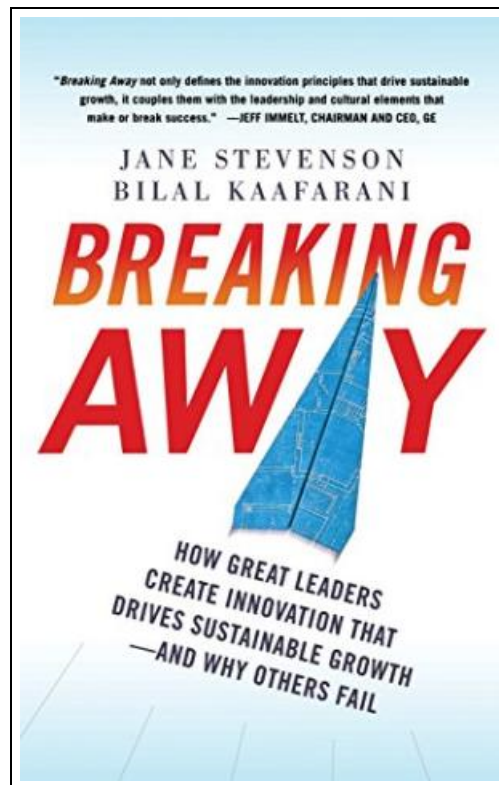


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McGraw-Hill Education - Europe, United States, 2011. Hardback. Book Condition: New. New.. 234 x 160 mm. Language: English . Brand New Book. Innovation Leaders Praise Breaking Away : Finally, innovation in a framework that is clear, insightful and easy to put into practice. This is a must read. (Angela Ahrendts, Chief Executive Officer, Burberry). Breaking Away has a clear and important message: that innovation - the dogged pursuit of new solutions to old problems - is often the defining feature of a successful endeavor, be it a research project, a corporation or a society . (Dean Kamen, CEO, DEKA, inventor of the heart stent, the Segway, and many other transformational innovations). Using case studies and real examples, Jane Stevenson and Bilal Kaafarani uncover the missing ingredient in innovation - getting the most from your people. This book shows you how companies can excel . (Joel Kurtzman, Milken Institute and Wharton s SEI Center for Advanced Studies in Management). Innovation requires top leadership with courage and passion to win. With its four levels of innovation. Breaking Away provides a great road map for success. A must read for any executive. (Denise Morrison, Board Member, COO and CEO Elect, The Campbell Soup Company). A fabulous read! Breaking Away artfully defines innovation and clarifies the critical role leadership plays in nurturing the right culture for innovation and growth. (Marco Jesi, Chairman of the Board, Limoni Profumerie S.P.A). At last, a book that captures the critical role leadership plays in enabling a culture where innovation is stimulated, valued, supported and celebrated. The authors have gone deep to understand what the best CEO s do to develop continuous innovation as a competitive edge. Breaking Away gives us a clear framework to make that happen in every organization. (Cynthia McCague, Board of Directors, and former SVP...



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