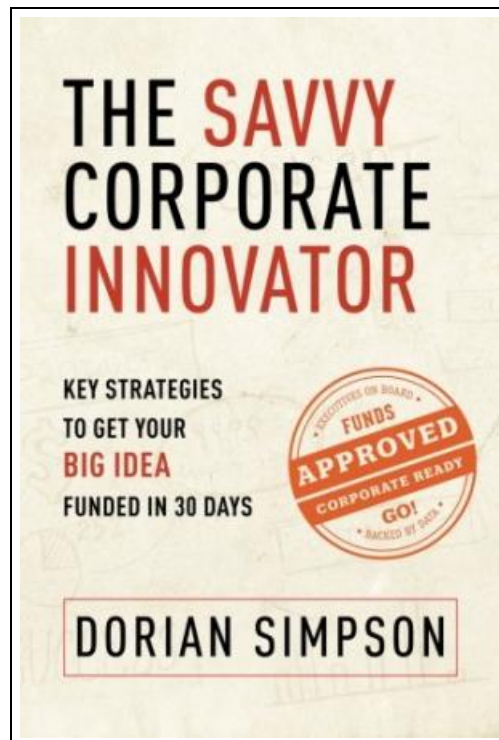


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Reviews

Comprehensive guide for pdf fanatics. It is filled with knowledge and wisdom It is extremely difficult to leave it before concluding, once you begin to read the book.
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Kingsley Publishing Group, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Are you an innovator seeking funding for your big ideas in the corporate setting? Innovation starts with ideas. However, many innovators have great ideas, but fail to get project funding for even the most promising opportunities. Why? They fail to meet the needs of notoriously risk-averse executives. Words are heard - you must present a business case with market analysis, customer research, revenue forecasts, etc. - but innovators often struggle to build proposals that executives find compelling enough on which to stake corporate funds and their reputation. The Savvy Corporate Innovator provides an insider's view of how innovators can succeed in complex corporations and successfully pass the ultimate test for funding, the executive inquisition. Through Simpson's twenty years of working with dozens of large (E.g. IBM, ATT, Motorola, Tyco) and small companies as well as managing hundreds of innovation projects, he shares the secrets of selling ideas to those who control the resources. Using compelling stories, dialogs, and extended case studies, he systematically addresses the challenges innovators face when seeking support and funding for their big ideas. By using the strategies and steps found in the book, innovators learn to turn these challenges into successfully funded opportunities. Are you seeking project funds for your next BIG idea? The Savvy Corporate Innovator will enable you to: Get your ideas heard and funded in complex corporate environments Systematically transform ideas into real business opportunities Powerfully communicate ideas in a way that executives need to hear Present the exact information executives expect during a funding request Prepare for the ultimate funding meeting-the executive inquisition Build your career and brand as a respected innovator What reviewers say: Ideas are fragile things and conveying...



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