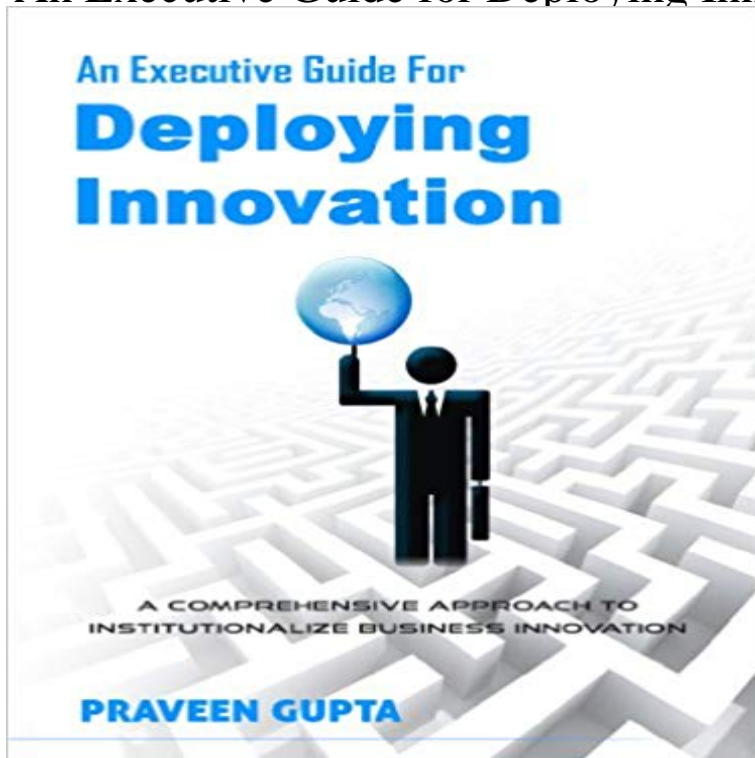


## An Executive Guide for Deploying Innovation



In the past, innovation has been considered an art dependent upon the people who make it happen and a relatively rare, unpredictable occurrence. As a result, too much time is taken in the development of new products and services. In the 21st century, we must change this process so that we become continual thinkers, capable of innovating on demand for mass customization. This requires that we understand innovation better and standardize the process for predictable results. History shows that innovation is evolutionary and is a response to an unsolved problem or unexploited opportunity, which makes Praveen Gupta's Business Innovation in the 21st Century a valuable addition to the literature. His 25 years of business problem solving have given him the tools to develop a plausible framework that directs us to look at innovation in a different context. Several books have been written addressing various aspects of innovation, but common understanding has been limited to the level of brainstorming and creative tools. This book presents a comprehensive approach to the innovation process. This is one of the first books for executives that address various aspects of innovation from concepts to commercialization. The purpose of this book is to provide comprehensive coverage of innovation-related processes and a new framework that are suitable for the Internet generation and the knowledge age. The goal of developing such a framework is to facilitate standardization of the innovation process so that results can be more predictable and so that innovation can be produced on demand. The book is specifically designed for executive to learn concepts of innovation in order to lead the innovation deployment successfully. In Praise of Praveens Work in :Our intellectual processes have to have fuel through network. Employees can

participate in networks where they get a chance to renew their thinking, get new exposures, and continue to be engaged intellectually in developing new ideas. That is the idea of ideas, the innovation! - Robert W. Galvin, Former Chairman and CEO, Motorola, Inc. (from inside) As a believer in the importance of process excellence in all aspects of management and leadership, I have been searching for an approach that unleashes excellence in generating the innovation which is vital to corporate survival. Praveen Gupta has documented understanding of that process and provided the framework for its substantial enhancement. - Bob Anderson, Director, Illinois Institute of Technology, Chicago Great way to bring new thinking on the innovation process to an organization!- Richard Gendon, Managing Director, Center for Professional Management Creating the new cant be the exclusive purview of an isolated team. Praveen Gupta has provided a confluence of ideas and approaches to engage the greater organization in sustained innovation.- Bob Aron, Ph.D., Director, New Product Development, DeVry University

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