DESCRIPTION

Innovation is the major driving force in organisations today. With the rise of truly global markets and the intensifying competition for customers, employees and other critical resources, the ability to continuously develop successful innovative products, services, processes and strategies is essential. While creativity is the starting point for any kind of innovation, design is the process through which a creative idea or concept is translated into reality. Managing Innovation, Design and Creativity, 2nd Edition brings these three strands together in a discussion built around a collection of up-to-date case studies.

ABOUT THE AUTHOR

Dr. Bettina von Stamm, a renowned expert in her field, is passionate about understanding and enabling innovation. For this purpose she has set up the Innovation Leadership Forum, part of which is a Networking group to exchange and add further knowledge around innovation. Current members contributing their innovation expertise include, BASF, Cancer Research UK, Cargill, ICI Paints, Marks & Spencer, Masterfoods, the National Health Innovation Institute, Nestle, Ordnance Survey, Smith & Nephew, Unilever and Visteon. Dr von Stamm also teaches and conducts research in design and innovation management at a number of leading universities in the US, Germany and the UK.
NEW TO EDITION

- Insights into how innovation and knowledge of innovation management has evolved since the beginning of the millennium
- Exploration of leading edge topics such as understanding discontinuous innovation, open innovation and user-led innovation
- A new chapter supported with two new case studies
- Stronger emphasis on the role of design, using Procter & Gamble and BMW as examples.
- General expansion and revision of other chapters according to current research

FEATURES

- Develops an integrative approach to innovation, creativity and design, and shows how these topics fit together
- Includes a collection of 12 substantive case studies from a broad range of industries that provide insights into the wide range of topics necessary to create an innovative organization.
- Identifies tools and techniques that will help improve an organization's effectiveness. Cases are drawn from both service (e.g. BBC and Bank of Scotland) and manufacturing (Black & Decker and GKN) sectors