Growth Champions: The Battle for Sustained Innovation Leadership

The Growth Agenda, Tim Jones (Editor), Dave McCormick (Editor), Caroline Dewing (Editor)


DESCRIPTION

Unique insights and fresh perspectives on business growth and innovation

Growth is a priority for most businesses, but one that's elusive and difficult to achieve. But some companies do it well, delivering sustainable growth year after year. What makes those companies so special? And what can you and your business learn from them?

*Growth Champions* looks at 20 leading global organizations and identifies the key elements that drive their success. These growth champions include such companies as PepsiCo, Apple, Rolls Royce, Google, Audi, and P&G. While many share some common traits, they all take different paths to growth using different formulas to achieve it. Here, you'll learn how they formulate and execute strategies, motivate and engage people, build a growth culture, and develop and use distinctive competencies to stay ahead of the pack.

ABOUT THE AUTHOR

Tim Jones is a recognised expert in innovation and future growth. He is currently Programme Director of the Future Agenda project, the world's first global open foresight programme and founder of Innovaro, the leading innovation strategy and insight firm. Tim has advised companies like BBC, BP, BT, Experian, GM, Johnson & Johnson, KPN, Marks & Spencer, Mars, O2, Shell and Zurich Financial as well as several government bodies across Europe and Asia.
Dr Palie Smart is a Senior Lecturer in Strategic Innovation Management and was the Deputy Director of the Innovation Leadership Centre at Cranfield business school.

For additional product details, please visit https://www.wiley.com/en-us