



Innovative Intelligence: The Art and Practice of Leading Sustainable Innovation in Your Organization

David S. Weiss, Claude Legrand

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Innovation is a key source of competitive advantage, but it remains frustratingly elusive for many organizations. This book shows you how to close the innovation gap by making individuals and organizations systematically and sustainably innovative. You will learn how to embrace a culture of innovation and make it permeate every level of the organization. You will find a clear road map and practical tools to redefine your workplace's culture, identify and tap into the existing innovative intelligence, and develop leaders who can close the innovation gap for greater business success.



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