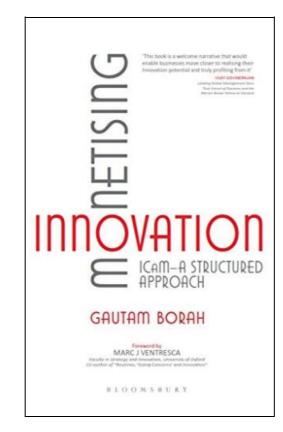
Monetising Innovation



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Reviews

This publication could be worth a read through, and far better than other. This is certainly for all those who statte there was not a worth reading through. You may like just how the author compose this publication. (Dr. Kayley Kovacek PhD)

MONETISING INNOVATION



Bloomsbury Publishing, New Delhi, 2015. Hardcover. Book Condition: New. 252pp. Innovation is the key to survival, more so for a business organization. But how well does your company Innovate? Does your strategy recognize the need for Innovation? Does the company have a process for Innovation that captures and converts potential ideas into commercially viable product? Do you have continuous stream of offerings that hit the market with success? More critical, how do you measure the success of Innovation efforts? ICaM (Innovation capability Model) is a framework that answers to the Innovation needs of a business organization. Predicated on extensive field research, academic study and professional experience of experts, it delineates the critical Innovation Drivers that an organization needs to focus to stay innovative. ICaM can help in: Creating a baseline on Innovation Improving top and bottom lines of a business. The book uses case studies from various sectors to help the users to connect to real life application. This book is a vital read for anyone who wants to use Innovation as a key market differentiator. Sales and Marketing Highlights This book presents a pragmatic framework called ICaM (Innovation Capability Model) that comprises innovation drivers critical to business organisations. The framework was presented by the author at the 6th Annual Conference for Oxford Academy of Innovation and ntrepreneurship (August, 2013) and was acclaimed by the fraternity.

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