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The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators

By Jeff Dyer, Hal Gregersen, Clayton M Christensen

Brilliance Corporation, United States, 2012. CD-Audio. Book Condition: New. Unabridged. 165 x 137 mm. Language: English . Brand New. You can be as innovative and impactful if you can change your behaviors to improve your creative impact. In The Innovator's DNA, authors Jeff Dyer, Hal Gregersen, and bestselling author Clayton M. Christensen (The Innovator's Dilemma, The Innovator's Solution) build on what we know about disruptive innovation to show how individuals can develop the skills necessary to move progressively from idea to impact. By identifying behaviors of the world's best innovators from leaders at Amazon and Apple to those at Google, Skype, and Virgin Group the authors outline five discovery skills that distinguish innovative entrepreneurs and executives from ordinary managers: Associating, Questioning, Observing, Networking, and Experimenting. Once you master these competencies, the authors explain how you can generate ideas, collaborate with colleagues to implement them, and build innovation skills throughout your organization to sharpen its competitive edge. That innovation advantage can translate into a premium in your company's stock price an innovation premium that is possible only by building the code for innovation right into your organization's people, processes, and guiding philosophies. Practical and provocative,...


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