

Winning through Innovation – Book Description

Winning through Innovation is a practical guide written by award-winning author Stephen W. Hinch. He has led major innovation projects that have delivered billions of dollars of new value to organizations including Hewlett-Packard, Agilent Technologies, and TeamLogic IT. ***Winning through Innovation*** uses detailed, real-life examples to show what managers can do to achieve innovation success: how to inspire teams, influence senior leaders, optimize organization structures, set innovation priorities, deal with competition, and more. Here is a sampling of what you will learn:

- How a small team took a weak business that was scheduled to be shut down and through innovation, turned it into a growth engine that has generated billions of dollars of new revenue for its company.
- How a small business has used innovation to compete successfully against computer industry giants.
- Why disruptive innovation must be fostered differently than incremental innovation.
- What it takes to turn everyone in the organization into innovative contributors.
- How the best form of innovation differs depending on the life cycle stage an industry is in.
- How to use innovation to influence an entire industry.
- How the digital age brings powerful new tools that can either aid or jeopardize the innovation process.

ISBN: 978-0-9661999-1-8 (hardcover)

ISBN: 978-0-9661999-4-9 (paperback)

ISBN: 978-0-9661999-5-6 (ebook)

Library of Congress Control Number: 202590129