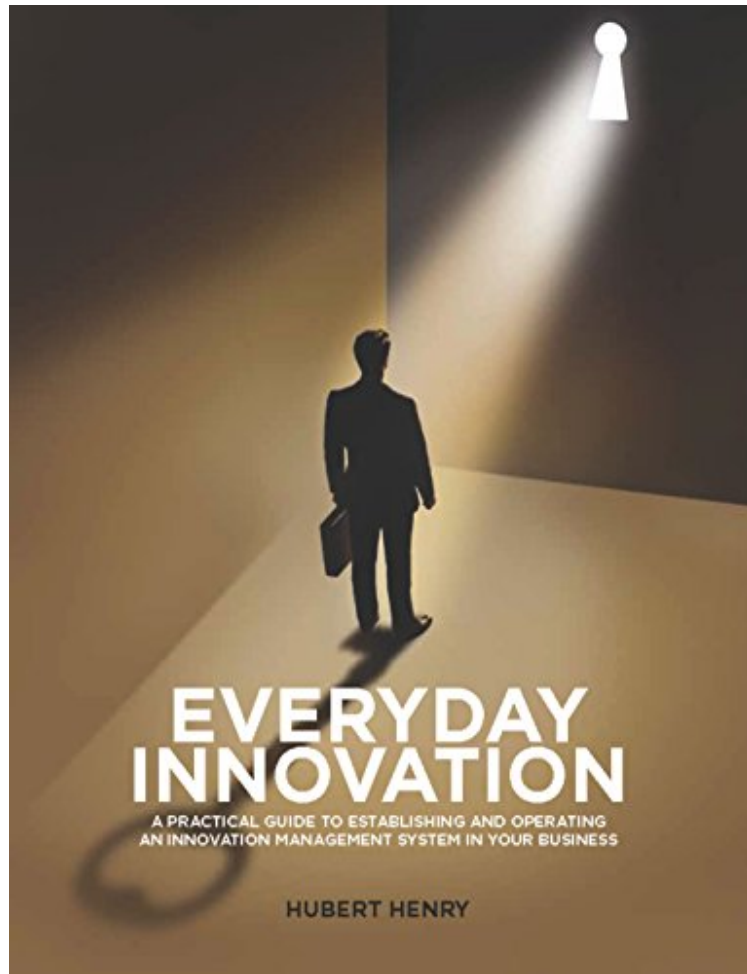


[PDF] Everyday Innovation: A Practical Guide to Establishing and Operating an Innovation Management System in your Business

## Everyday Innovation: A Practical Guide to Establishing and Operating an Innovation Management System in your Business

*Hubert Henry*

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**Hubert Henry : Everyday Innovation: A Practical Guide to Establishing and Operating an Innovation Management System in your Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised Everyday Innovation: A Practical Guide to Establishing and Operating an Innovation Management System in your Business:

Innovation is the harnessing of ideas for the commercial benefit of a business, to drive future growth and profitability. A formal innovation management system brings a discipline to the process of creating ideas, picking the best of these and proceeding to develop the chosen ideas into marketable products or services. EVERYDAY INNOVATION is a no-

nonsense book that sets out 10 easy steps to establishing and operating an innovation management system in your business, with a comprehensive, but easy to follow, description of each step. Real-life comments show how companies close to home approach innovation. A Glossary explains all the buzzwords and terms used in innovation management, while the final chapter presents useful contacts to help you get started. It is essentially an innovation management DIY toolkit! EVERYDAY INNOVATION is a 'must read' for all those who wish to embed a culture of innovation in their businesses. Prof. Brian MacCraith, President, DCU Hugh captures the simplicity of the innovation management process yet succinctly details its importance in business today. A great read. Donal Tierney, CEO, Bimeda / chairman, IRDG

EVERYDAY INNOVATION is a comprehensive yet easy-to-read book on setting up and operating an IMS in your business, irrespective of your size or sector. I particularly like the jargon buster section, which helps to take the mystery out of innovation and explains the terms we have all heard (but were afraid to ask what they meant) in simple English! Bernie McGahon, InterTradeIreland --Testimonial to author EVERYDAY INNOVATION is a must read for all those who wish to embed a culture of innovation in their businesses. Prof. Brian MacCraith, President, DCU --Testimonial to author At last, a book on innovation management that SMEs can refer to in order to put a structure on creativity so as to get repeatable success throughout their business. Mark Fielding, CEO, ISME --Testimonial to author About the Author Dr Hubert Henry has been Director of Innovation and RD at Bord na Mona since June 2008. His remit in this role is to consolidate innovation management, with the primary objective of developing and embedding a co-ordinated RD and business innovation approach across the company.