

(Mobile ebook) Innovation: Fast Track to Success

## Innovation: Fast Track to Success

*Andy Bruce, David. Birchall*

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**Andy Bruce, David. Birchall : Innovation: Fast Track to Success** before purchasing it in order to gage whether or not it would be worth my time, and all praised Innovation: Fast Track to Success:

0 of 1 people found the following review helpful. Easy to digestBy SeizeDayThe book is pretty simple and easy to digest. Good for newbie. There're some tools, templates or graphs that are practical and can be used immediately.3 of 3 people found the following review helpful. Entry Level Guide To InnovationBy C. Hill" Innovation: Fast Track to Success" is a collection of charts and common wisdom relating to "Innovation" in the workplace. My background is in engineering management and had responsibility for the development of new (innovative) network services for my company, so was interested to review the information and strategies that should have been covered in this book.The

six areas of focus in the book are "planning, pipeline, process, platform, people, and performance", which is as it should be, but it lacks real depth and over uses buzzwords. There really isn't anything inaccurate or wrong with the contents, it just lacks anything that sets it above other books in this arena. This repetitively thin book that will not offer much to the experienced manager or team leader, but might be useful to entry level managers. CFHO of 0 people found the following review helpful. An adequate primer on leading and managing a team aiming for innovation. By John Hogan An adequate primer on leading and managing a team aiming for innovation. Hard to review at times, because the message is at times scattered, across the board and at times, has quite a bit of filler. The book is substantially a collection of charts, checklists and best practices relating to "Innovation" in the workplace. It is generally well organized with some useful information and reference tools. Key points do seem to be overly simplified, but that's all to the good for beginners. I don't, however, recommend this to old timers who should already know more than what's in this book. I found it better than the other Fast Track books in the series "Managing People Performance", "Project Management", and Innovation, but when comparing them one realizes they actually have much of the same content in each of the three books. The 6 p's areas of focus in the book are 1. Planning 2. Pipeline 3. Process 4. Platform 5. people, and 6. performance I find the case study and an "expert voice" article contributed by an academic found in most chapters are interesting, but they do not have enough detail or content to be meaningful. The ideas in this book are generally sound, but advice such as "watch industry leaders" or "pay attention to technology" are throw-away truisms that need substance to be helpful. They sound like content from an all day seminar on any industry or business - way too generic and general. Some of the generalizations are so vague that when throughout out, it becomes a series of "almost" or "might work" approaches. Dr. John Hogan CHE CHA CMHS Hospitality Educators Hogan Hospitality

**GET THE RESULTS YOU WANT IN INNOVATION. FAST.** Companies that innovate successfully get six key things right — planning, pipeline, process, platform, people and performance. If you want to seek out new commercial opportunities and develop new and better ways of doing things, then you need to get them right too. **Fast Track to Success: Innovation** will teach you the key skills you need to excel in innovation and accelerate your career development. It includes: Innovation in a nutshell - a series of FAQs to give you a concise overview of the subject The top 10 tools and techniques to develop your approach to innovation Advice on leading your team — how to decide your leadership style and build your team Simple checklists to help you identify the strengths and weaknesses of your capabilities and those of your team Tips on how to progress your career, whether it's your first 10 weeks in the job or whether you're looking to get right to the top — Don't get left behind, set out on the Fast Track today. For more resources, log on to the series website at [www.Fast-Track-Me.com](http://www.Fast-Track-Me.com).

**From the Back Cover** **GET THE RESULTS YOU WANT IN INNOVATION. FAST.** Companies that innovate successfully get six key things right: planning, pipeline, process, platform, people, and performance. If you want to seek out new opportunities and develop a better way of doing things, then you need to get them right, too. **Innovation: Fast Track to Success** will teach you the key skills you need to excel in innovation and accelerate your career development. • Innovation in a nutshell: a series of frequently asked questions to give you a concise overview of the subject • The top 10 tools and techniques you can use to help you develop your approach to innovation • Simple checklists to help you identify the strengths and weaknesses of your abilities and those of your team • Advice on leading your team: how to decide your leadership style and build your team • Tips on how to progress your career, whether it's your first 10 weeks in the job or whether you're looking to get right to the top — Don't get left behind — set out on the Fast Track today. **About the Author** Andy Bruce is widely acclaimed as an authority in innovation management — covering the creative and innovation process from ideas to implementation. He has worked with corporate and public sector clients over the last 15 years to help improve performance and profitability through the introduction of what he refers to as an integrated innovation framework. In the late 1990s, Andy founded two companies specializing in innovation and project management. The first, SofTools, develops web-based applications to enable management visibility, control and confidence over their pipeline of new ideas and their portfolio of implementation projects. The second, Project Leaders International, provides consulting and training services to assist the adoption of innovation and project management best practices. Andy previously worked as a management consultant, focusing on the design and implementation of organizational change. Clients included corporates such as EDS, Nokia and Coca-Cola, as well as UK public service organizations such as the Department for Work and Pensions, the Ministry of Defence, Trust hospitals and even political parties. Before working as a consultant, he served a short service commission with the Army, (Royal Electrical and Mechanical Engineers) and worked in a variety of engineering and commercial roles for a manufacturer of computer-driven production machinery — his last two years as a company director working on market research projects in Australia. Andy gained a BSc at Southampton University in 1981 and an MBA at the Australian Graduate School of Management in 1990. He is also currently Programme Director of the International Business Accelerator programme at Henley Business School. He has written a total of eight business books, including the bestselling

Strategic Thinking and Project Management titles in the Dorling Kindersley Essential Manager series. David Birchall is a Professor at Henley Business School and has developed innovative management programs, and researched and advised organizations on innovation performance. He has worked on projects in many European countries and spoken extensively at conferences in the United States and Asia. With George Tovstiga, David co-authored Capabilities for Strategic Advantage: Leading Through Technological Innovation. His current research focuses on capabilities in business building.