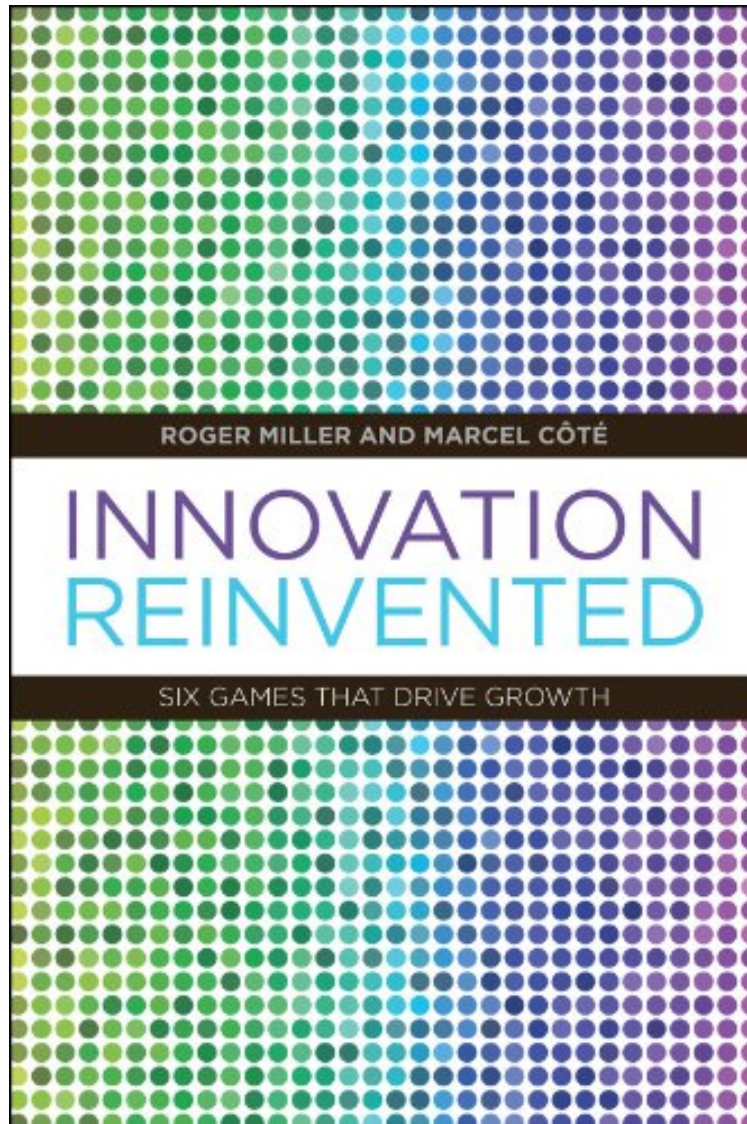


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Innovation Reinvented: Six Games that Drive Growth (Rotman-UTP Publishing)

Roger Miller, Marcel Côté
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Roger Miller, Marcel Côté : Innovation Reinvented: Six Games that Drive Growth (Rotman-UTP Publishing) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Innovation Reinvented: Six Games that Drive Growth (Rotman-UTP Publishing):

Innovation is essential for businesses to survive in the long run, but there are no one-size-fits-all strategies for

innovating successfully. A firm's specific business environment will determine what works and what does not work. Based on a global survey of innovative firms and on 50 in-depth case studies, *Innovation Reinvented* identifies six patterns or 'games' of innovation, each commanding best-of-class strategies and best practices. Examining recognized innovative companies - from Apple and Intel in the technology area to Procter Gamble and Clorox in mature markets - this book dispels the notion of innovation as a 'one-size fits all' or necessarily radical process. As Roger Miller and Marcel Cocirc;teacute; demonstrate, the vast majority of innovations result from improvements in product features or business processes. *Innovation Reinvented* provides a unique framework for entrepreneurs and senior executives to identify the game(s) in which a business is involved, and which approaches are best-suited to win by competing on innovation.

Innovation Reinvented is well positioned to become a classic 'must read' in the field. This wonderfully insightful book strikes an immediate chord with the most pressing challenges of our time - creating employment, stimulating economic growth, and preparing new opportunities for future generations - and illustrates how such macro-level results can be achieved through micro-level business innovation. Unlike other books, *Innovation Reinvented* offers both rich empirical evidence gleaned from a wide variety of sources and practical guidance on how these findings will affect business and policy. Engagingly describing the actual processes of innovation that drive growth in a manner that can be grasped immediately by any reader, this book will benefit business leaders, academics, policymakers, students, researchers, and consultants. (Mike Hobday, Head of Research and Knowledge Transfer, Brighton Business School and Head of the Centre for Research in Innovation Management, University of Brighton) About the Author Roger Miller's academic career has focused on understanding innovation. He is a the Distinguished Research Scholar at the Said Business School in the University of Oxford and a University Partner at Secor, a strategy consulting firm. Marcel Cocirc;teacute;, the founder of Secor, is a well-known strategy consultant and public policy advisor in Canada, as well as a serial investor in start-up companies.