

Making Innovation WORK

The letter 'O' in the word 'WORK' is replaced by a stylized graphic. It consists of three concentric, slightly offset circular tracks. The outermost track is light gray, the middle is medium gray, and the innermost is dark gray. Scattered along these tracks are several small, colored dots in blue, green, yellow, and red. The entire graphic has a subtle drop shadow beneath it.

{ HOW TO MANAGE IT,
MEASURE IT, AND PROFIT FROM IT,
UPDATED EDITION

TONY DAVILA | MARC EPSTEIN | ROBERT SHELTON

Praise for *Making Innovation Work*, First Edition

“This is the book I wish I had read thirty years ago. *Making Innovation Work* is an important resource for leaders who are trying to improve innovation in their organizations. It’s crammed with examples and practical ideas that can trigger improvements in innovation, starting tomorrow!”

—**Lew Platt**, Chairman of Boeing, former Chairman and CEO of HP, and former CEO of Kendall-Jackson Wine Estates

“Davila, Epstein, and Shelton remind us that even if the end product is rocket science, the process need not be. To the contrary, tried-and-true practices of management, process, metrics, and incentives are all that it takes to let innovation happen consistently.”

—**Andrew Beebe**, President, EnergyInnovations

“*Making Innovation Work* is a fresh approach to systematically managing innovation. It integrates the innovation management literature in a way that is insightful, creative, as well as pragmatic. Davila, Epstein, and Shelton have particularly fresh insights on learning, culture, leadership, and executing change. This book will be of great help to those managers leading innovation and change.”

—**Michael Tushman**, Paul R. Lawrence MBA Class of 1942 Professor of Business Administration, Graduate School of Business, Harvard University, and author of *Managing Strategic Innovation and Change* and *Winning through Innovation*

“This impressive book offers specific techniques for driving systematic, repeatable, and managed innovation at all levels in your company. It will help you build a balanced portfolio that integrates both incremental and radical innovations—so you can sustain growth indefinitely, instead of flaming out.”

—**Guerrino de Luca**, President and CEO, Logitech

Making Innovation Work: How to Manage It, Measure It, and Profit from It, Updated Edition

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