



## Fast Innovation: Achieving Superior Differentiation, Speed to Market, and Increased Profitability

By Michael L. George, James Works, Kimberly Watson-Hemphill, Clayton M. Christensen

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Fast Innovation: Achieving Superior Differentiation, Speed to Market, and Increased Profitability, Michael L. George, James Works, Kimberly Watson-Hemphill, Clayton M. Christensen, Surveys by the Economist and many others show that the top of mind issue for most CEO and managers has shifted from cost reduction to revenue growth. As the world economy shifts from one of contraction to expansion, companies know that revenue growth is strictly dependent on their innovation process. For the majority of companies, more than 25 per cent of this year's revenue are for products and services that did not exist 3 years ago. Moreover, the life-cycle of offerings is growing ever shorter. Sixty percent of companies report that their growth is hampered because the lead time of their innovation process takes too long and costs too much. Companies understand the causes of long lead time and high cost in manufacturing, and its remedy using the Lean methodology. However, the causes of long lead time and high cost in innovation are not understood, nor is their remedy. This book, for the first time, explains the causes of long lead time and ineffective innovation, and provides a proven solution....

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