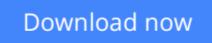


## **Executing Innovation: Expert Solutions to Everyday Challenges (Pocket Mentor)**



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#### Executing Innovation: Expert Solutions to Everyday Challenges (Pocket Mentor)

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Ideas are not enough: successful innovation requires people to pick up where the creative process leaves off. These people must take the creative idea and apply it to a real-life problem to design a new product, service, or process. They must construct a carefully articulated vision for the project, draw up a feasible financial plan, and advocate the project over the whole course of its development and implementation.

This book teaches you how to execute an innovation from start to finish:

- Develop a vision statement that stands up to evaluation criteria
- Build a strong business case to the stakeholders who will be affected
- Manage both explicit and hidden resistance to change
- Sustain the passion around your idea and keeping its momentum going

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