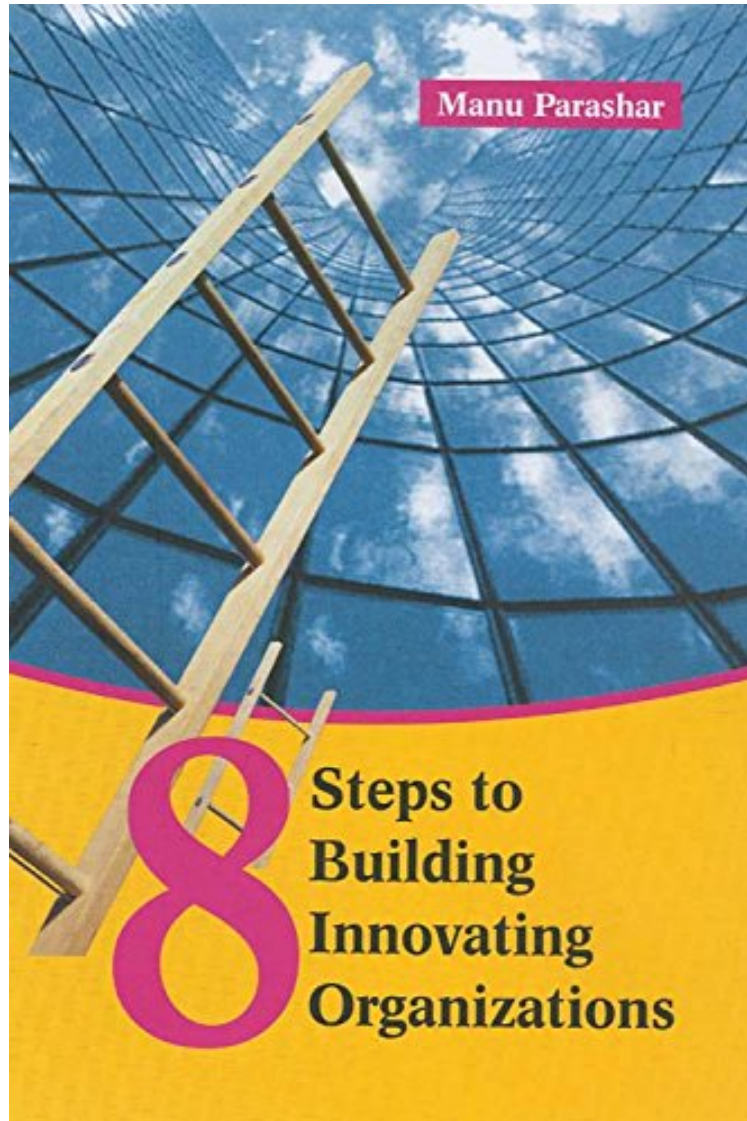


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## 8 Steps To Building Innovating Organizations (Response Books)

*Manu Parashar*

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Successful businesses are those that continuously turn ideas into profits. In the present global context, it is innovation that determines whether a business is gaining a competitive edge over others in shrinking markets. This extremely

interesting book breaks the manager's myth that innovation is something outside the organizational framework, and shows how the capability to innovate can be built into the fabric of an organization in eight steps. The author focuses on a model that managers can adopt and implement in their organizations, using case studies and a host of examples that can be easily adapted and translated into practice. With a knowledge-based view of innovation, the author concisely discusses emerging practical concepts in innovation for organizations, including: -knowledge capability-attitudinal capability-creative capability-building blocks of innovation-renewing capabilitiesThe book also includes key takeouts or practical hints for readers and is a fresh and energetic read that will be valuable for senior and middle management executives, professionals in all spheres, entrepreneurs, and management students.