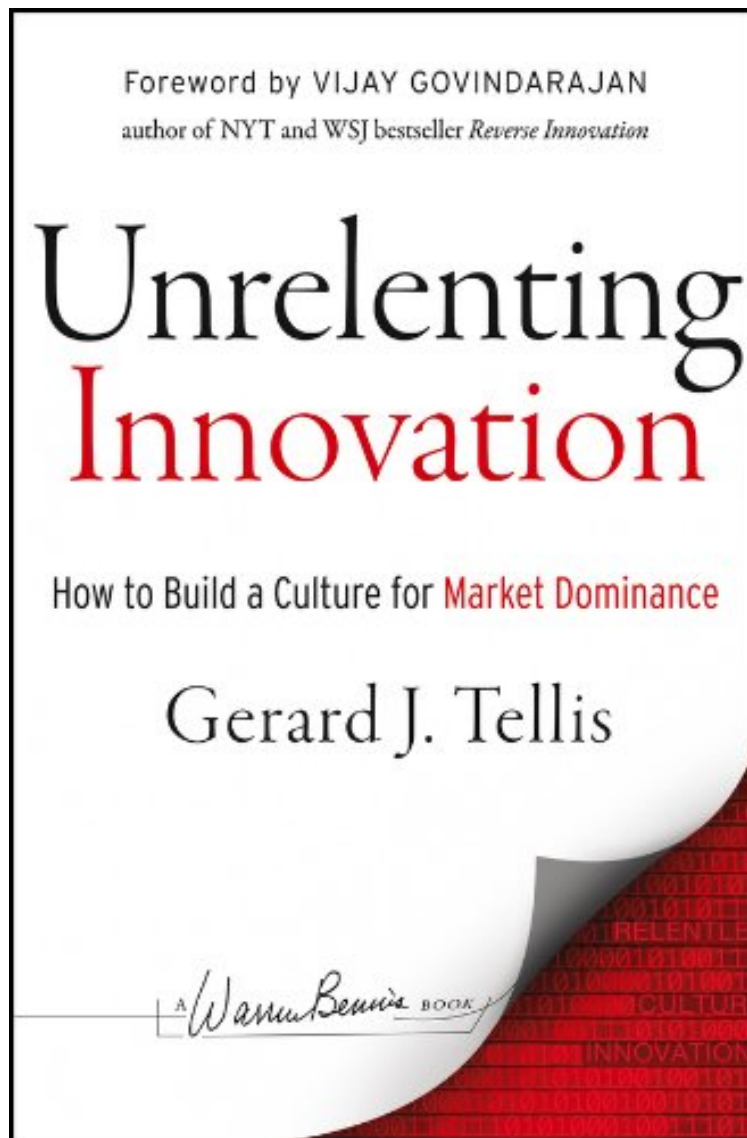



[Free read ebook] Unrelenting Innovation: How to Create a Culture for Market Dominance (J-B Warren Bennis Series)

Unrelenting Innovation: How to Create a Culture for Market Dominance (J-B Warren Bennis Series)

Gerard J. Tellis

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Gerard J. Tellis : Unrelenting Innovation: How to Create a Culture for Market Dominance (J-B Warren Bennis Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Unrelenting Innovation: How to Create a Culture for Market Dominance (J-B Warren Bennis Series):

5 of 5 people found the following review helpful. The most important book since Christensen's Innovator's DilemmaBy Aaron GasperiThis book is case based, insightful, and actionable.Tellis' scientific, research focused

approach identifies the systemic elements that impact an organization's culture and innovation potential. He has created a model and framework for implementing innovation. Tellis provides something to those of us that advocate for innovation: hope. Books that are based on one person's consulting experience or conjecture proliferate on the topic. I've read MANY of them, and ultimately been disappointed. Tellis' model, "Dynamics of Components of Culture of Innovation," provides a platform for focus and implementation. He spends a minimal amount of time discussing why innovation is needed, while addressing common biases and challenges in his case based narrative. I bought the book on Friday, read it this weekend (an approachable, non-repetitive read), and am sending a copy to my boss today. It will live on my bookshelf as a favored reference tool for many years.

0 of 0 people found the following review helpful.
great easy read
By K. Skythis book really helped me understand trends that I wasn't familiar with. I am usually not a kindle reader but have enjoyed reading it on my ipad using kindle app.
1 of 2 people found the following review helpful. Insightful but very academic
By rwgI found Mr. Tellis' book to have a number of good insights into what makes one company innovative and another much less so. He provides straight-forward information with just enough real world examples to drive home his points. The only down-side was that the book read more like an academic dissertation and less of a compelling page turner than I would have liked. So, ultimately, it was a valuable resource. Just don't expect to fly through it in a single setting. Approach it as you would an assignment in grad school.

The hands-on guide for fostering relentless innovation within your company Gerard Tellis, a noted expert on innovation, advertising, and global markets, makes the compelling case that the culture of a firm is the crucial driver of an organization's innovativeness. In this groundbreaking book he describes the three traits and three practices necessary to create a culture of relentless innovation. Organizations must be willing to cannibalize successful products, embrace risk, and focus on the future. Organizations build these traits by providing incentives for enterprise, empowering product champions, and encouraging internal markets. Spelling out the critical role of culture, the author provides illustrative examples of organizations with winning cultures and explores the theory and evidence for each of the six components of culture. The book concludes with a discussion of why culture is superior to alternate theories for fostering innovation. Offers a groundbreaking take on innovation that is driven by a company's culture Shows what it takes to create a culture of innovation within any organization Based on a study of 770 companies across 15 countries, the origin of 90 radical innovations spanning over 100 years, and the evolution of 66 markets spanning over a 100 years Provides numerous mini cases to illustrate the workings of culture Written by Gerard Tellis director of the Center for Global Innovation This must-have resource clearly shows the role of culture in driving relentless innovation and how to foster it within any organization.

From the Inside Flap "Through decades of rigorous research, Professor Gerard Tellis posits a powerful thesis: that the internal culture of a firm is the primary driver of innovation. . . . This book is deep in theory and rich in insight."
mdash;From the Foreword by Vijay Govindarajan In *Unrelenting Innovation*, Gerard Tellis (a noted expert on innovation, advertising, and global markets) makes the convincing case that the culture of a firm is the crucial driver of an organization's ability to innovate. Using powerful cases to illustrate his message, Tellis shows how changing an organization's culture can overcome the main barrier to innovationmdash;the complacency of success by current incumbents. The ideal culture of an innovative organization is comprised of three traits and three practices. Innovative organizations should be willing to cannibalize successful products, embrace risk, and focus on the future. Leaders can ensure that these traits are incorporated into their organization's culture by introducing the following three practices: provide incentives for enterprise, empower product champions, and encourage internal markets. To bolster this thesis, Tellis outlines why transforming an organization's culture is superior to alternate theories for fostering innovation. Based on multiple research studies and grounded in practical recommendations, *Unrelenting Innovation* contains a wealth of valuable tools to help senior leaders implement the practices that will foster a culture of relentless innovation. The book is filled with illustrative examples of established companies that have stumbled in recent years due to lack of innovation and rising new stars that have become innovative giants.

From the Back Cover Praise for *Unrelenting Innovation* "I would rate *Unrelenting Innovation* as one of the best business books I have read. All CEOs need to read it to avoid the incumbent's curse. *Unrelenting Innovation* offers brilliant insights into the need for innovation and managing the risks of innovation." mdash;Philip Kotler, author and S.C. Johnson Son Professor of International Marketing, Kellogg School of Management, Northwestern University "A brilliant tour de force on how firms can overcome the incumbent's curse and develop the culture to drive big innovations that will provide growth platforms and prevent irrelevance. Supported by case studies and a practical theory of how innovation-oriented culture is created, the book will be a classic." mdash;David Aaker, author and vice chairman, Prophet "A brilliant and thought-changing book on why many successful companies fail to innovate and how to overcome an internal culture of resistance. Tellis is a master storyteller!" mdash;Jagdish Sheth, author, consultant, and Charles H. Kellstadt Professor of Marketing, Goizueta Business School, Emory University "The risk of not carefully reading and implementing the lessons of Tellis' relentless imagination will most surely increase the risk of organization?stagnation, if not failure." mdash;Warren Bennis, author and Distinguished Professor, University of Southern California "Very few people are

better qualified than Tellis to write about innovation and market dominance. Drawing on over 20 years of rigorous, original research, *Unrelenting Innovation* is a truly comprehensive and deeply serious book about innovation. There is more insight and evidence here on one page than in many business books put together." —Jaideep Prabhu, author and Jawaharlal Nehru Professor, Judge Business School, Cambridge University "Tellis makes a compelling case that firms with an unrelenting ability to keep innovating are sustained by their distinctive cultures. The payoff from sustaining a culture of organic growth through innovation is a rate of growth that competitors can't match." —George Day, author and Geoffrey T. Boisi Professor, Wharton, University of Pennsylvania

About the Author Gerard J. Tellis is a professor of marketing, management, and organization, Neely Chair of American Enterprise, and director of the Center for Global Innovation, at the University of Southern California Marshall School of Business. Dr. Tellis is an expert in innovation, advertising, global market entry, new product growth, quality, and pricing. His book, *Will and Vision*, was cited as one of the top 10 books in business by the Harvard Business Review and was the winner of the American Marketing Association Berry Award for the best book in marketing over the last three years.