

Summary: Innovation That Fits - Michael Lord, Donald Debethizy and Jeffrey Wager: Choose the Right Innovation Strategy for Your Business

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Summary: Innovation That Fits - Michael Lord, Donald Debethizy and Jeffrey Wager: Choose the Right Innovation Strategy for Your Business BusinessNews Publishing Complete summary of Michael Lord, Donald Debethizy and Jeffrey Wager's book: "Innovation that Fits: Moving Beyond the Fads to Choose the Right Innovation Strategy for Your Business".

This summary of the ideas from Michael Lord, Donald Debethizy and Jeffrey Wager's book "Innovation that Fits" shows how innovation is not based on fad ideas and new trends. The basis for innovation can never be a "silver bullet". In their book, the authors go through each of the innovation strategies implemented by companies and how to make them all work as effectively as possible, and to which businesses they are best suited. This summary will teach you how to ensure that your strategy will be successful by doing research and exercising caution, in order to set up a structure that is focused, integrated, monitored and controlled.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your capacity for innovation

To learn more, read "Innovation that Fits" and discover how you can choose the best strategy that suits your company and will provide results.

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