

Applied Innovation: A Handbook



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Reviews

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(Marcus Hills)*

APPLIED INNOVATION: A HANDBOOK



Createspace, United States, 2015. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.The evidence suggests innovation has not been treated as a skill that anyone, from students to senior executives, across any field, can learn and I m not advocating a universal recipe for becoming innovator. That would be a fool s errand. I m asserting that certain basic elements of innovation can be learned, taught and mastered, making innovation a discipline. The premise is that a person can become innovative in the same way they learn to ride a bicycle. The analogy is that innovation is natural to human beings, something learned at an early age and mastered to a significant degree and never forgotten. In fact, learning how to become innovative should be as easy as learning how to ride a bicycle, and is a skill that can be developed at a very early age. So the question becomes, How does one synthesize what has been published about innovation allowing an individual to acquire the required educated point of view useful in developing innovative behaviors? Accepting the definition of innovation as being a human response to, and exploitation of, a change creating wealth in the present, then it seems reasonable that a process can be delineated enabling individuals to become more innovative by first recognizing change, defining its meaning to the individual s circumstances, assessing what responses to make and why, combined with a starting point of how to exploit the change force, creating wealth in the present and then preserving the wealth created. A precondition for such a process to work is that innovation must have common features that are independent of the context in which the innovation will occur. These common features suggest that innovation is...



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