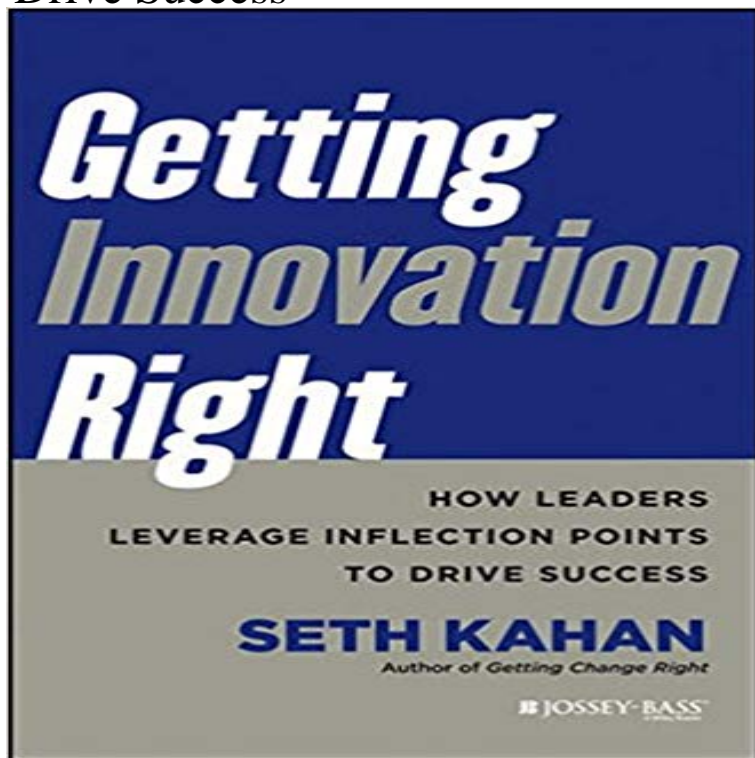


Getting Innovation Right: How Leaders Leverage Inflection Points to Drive Success



Real-world strategies for uncovering potential and capitalizing on opportunity. Innovation is worth little unless it generates lasting success, and gaining measurable results from new ideas requires more than creative risk-taking. Successful innovation demands a tactical approach, and *Getting Innovation Right* reveals how your company can secure real traction and growth in the marketplace. With Seth Kahans outcome-based approach, based on his experience leading innovation initiatives at a diverse range of organizations, you will identify the inflection points that generate market opportunities for your company and leverage the best techniques for securing a foothold in a lucrative new space. Offers a framework of 7 key activities for results-driven innovation, from intelligence-gathering through execution. Goes beyond abstract advice to offer hands-on approaches that are relevant and applicable in any organization. The companion and follow-up to Seth Kahans bestselling first book, *Getting Change Right* and *FastCompany.com* blog *Leading Change*. Grounded in market-based reality, *Getting Innovation Right* is an indispensable resource for leaders looking to drive results and move in fresh directions.

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