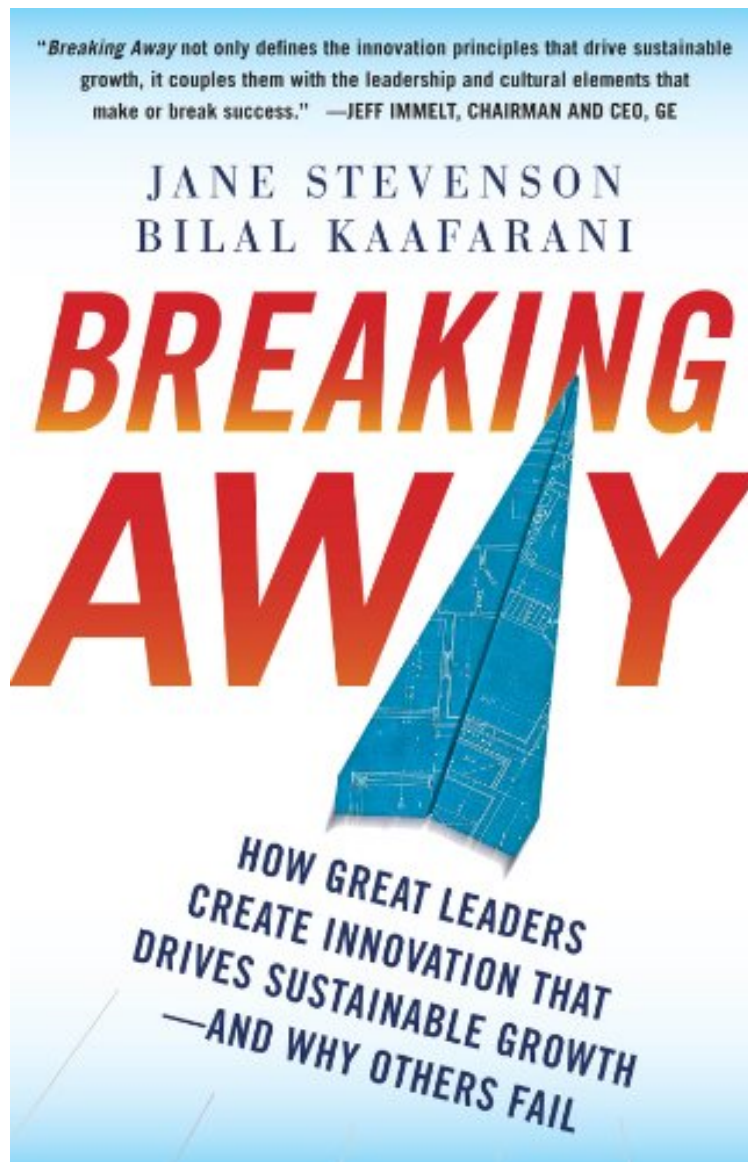


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## Breaking Away: How Great Leaders Create Innovation that Drives Sustainable Growth--and Why Others Fail

Jane Stevenson, Bilal Kaafarani

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Jane Stevenson, Bilal Kaafarani : Breaking Away: How Great Leaders Create Innovation that Drives Sustainable Growth--and Why Others Fail before purchasing it in order to gage whether or not it would be worth my time, and all praised Breaking Away: How Great Leaders Create Innovation that Drives Sustainable Growth--and Why Others Fail:

9 of 9 people found the following review helpful. Essential innovation roadmap -- for leader or participant  
By KRCThe authors have tackled the trendy, but challenging subject of effective innovation. These days, everyone buys into the need for innovation. Similarly, everyone knows (and celebrates) successful innovation -- but only after its impact and rewards are obvious. Stevenson and Bilal position themselves between these self-evident beginning and end points and focus on the complicated, risky process of actually making innovation happen in your organization. Using numerous real-world examples, they carefully define innovation itself, describe the leadership characteristics and processes required to drive innovation, and detail the effort required to translate effective innovation into commercial success. Throughout the book, they provide a compelling structure (in 20 or so exhibits) that breaks innovation, leadership and execution into easily grasped concepts that can be applied directly to the reader's own situation. And, they accomplish all of this in a very approachable, easy-to-read fashion. This book is an essential guide for anyone leading or participating in the innovation process in a business setting. It allows you to assess your own situation versus their well supported framework. The examples underlying the framework provide a strong basis to compare yourself vs. those who have succeeded before you. Whether you are a leader or participant, the book challenges you to ask whether you are truly set to innovate like the most successful companies and leaders. Most critically, it offers highly practical advice on how you can bring your own innovation effort into alignment with those leaders.  
7 of 7 people found the following review helpful. Breaking Away is a must read for leaders innovators!  
By GMF AtlantaAs a GM and Innovator in a Fortune 100 company, I found Breaking Away to be one of the clearest most insightful books on Innovation I have read. Stevenson and Kaafarani do an excellent job defining the different types of innovation and provide real world examples of their principles in action. The interviews with leaders and innovators across multiple industries validate their model for innovation and reinforce the point that innovation requires strong leadership and commitment from the top of the organization to maximize returns. They also make a compelling case as to why everyone from the CEO to the front line associate can be an innovation leaders and that companies can ignite growth by leveraging the different types of innovation across the enterprise. I would highly recommend Breaking Away as required reading for leaders and aspiring leaders who want to unlock the growth potential of their organizations.  
6 of 6 people found the following review helpful. Best Innovation diagnostic out there  
By LKWI could have really used this book about 18 months ago leading a "Value Innovation project at my company. At the time, there was a leadership bias toward launching new products when what we needed was operational innovation. Stevenson's clear explanation of the four types of innovation could have gone a long way toward sorting out the early conflicts in the project. Well written and very relevant to the problems that many businesses face. I also found myself nodding my head through most of Part 2 - Leadership and Innovation. It made so much sense to connect the dots between people's preferences and their ability to successfully innovate in various dimensions. "Breaking Away" was thought-provoking and a wonderful read.

The blueprint for achieving growth and driving shareholder value by embedding support for innovation into every facet of your business Breaking Away is one of the first books to bridge the gap between leadership and innovation by revealing what it takes to create both breakthrough ideas and the leaders who make them happen. Written by the chief innovation officer for Coca-Cola and a leading recruiter of innovation leaders, Breaking Away provides a framework that executives, managers, and entrepreneurs can use to create an environment that drives REAL innovation, the breakthrough products or services that are: efficient to produce or deliver; in demand; and profitable. Interviews and case studies of global giants like Burberry, Mastercard, Nestle, GE, HP, Nintendo, and others, show you how leaders put these principles into action: How Ford beat Toyota to the hybrid (and why everyone thinks the Japanese company got there first); how GE is changing the face of cancer treatment; how a self-confessed "snackaholic" drove Lesser Evil Snacks to 120% Y-o-Y growth-and a place among the INC. 500 "fastest growing companies" index.

About the Author Jane Edison Stevenson is Vice Chairman, Board and CEO Services at Korn/Ferry International, the world's leading C-suite talent management firm, and has spent 25 years assessing and recruiting the world's top innovation leaders. Bilal Kaafarani is Senior VP, Global Research and Innovation officer of The Coca-Cola Company. He has held leadership roles with Frito Lay Tropicana, Proctor Gamble, and Kraft, where he developed the technology resulting in the successful "Kraft Freer" products. He holds several patents for breakthrough technologies in the food sector.