



Innovation Cell: Agile Teams to Master Disruptive Innovation (VDI-Buch)

Burkard Wördenweber, Uwe Weissflog

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There are many ways to describe the gap, which a lean company has to jump to become innovative. Some people see the gap between research and design for production, where people with different mindsets find it hard to communicate and work for the same goal. Other people feel that the gap is the schism between effectiveness and efficiency, i.e. trying to do the right thing is not compatible with trying always to doing things right. Other people believe the gap to be caused by the different paradigms of exploitation and exploration. The financial constraints of globally competing companies striving to become more and more lean are leaving fewer and fewer resources for the necessary experimentation to find successful innovations. Whatever the explanation one thing is certain: globally acting companies have to marry short term success with long term sustainability. They have to be at the same time competitive with current products and services and innovative to prepare future products and services. This book offers a novel view for management to address and implement innovation. It shows that innovation can not be ordered but has to be lived. It illustrates with real life examples, how innovation requires courage to do the right thing and not always just the safe thing. And it shows that courage can be its own reward. I wish you stimulating reading.

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