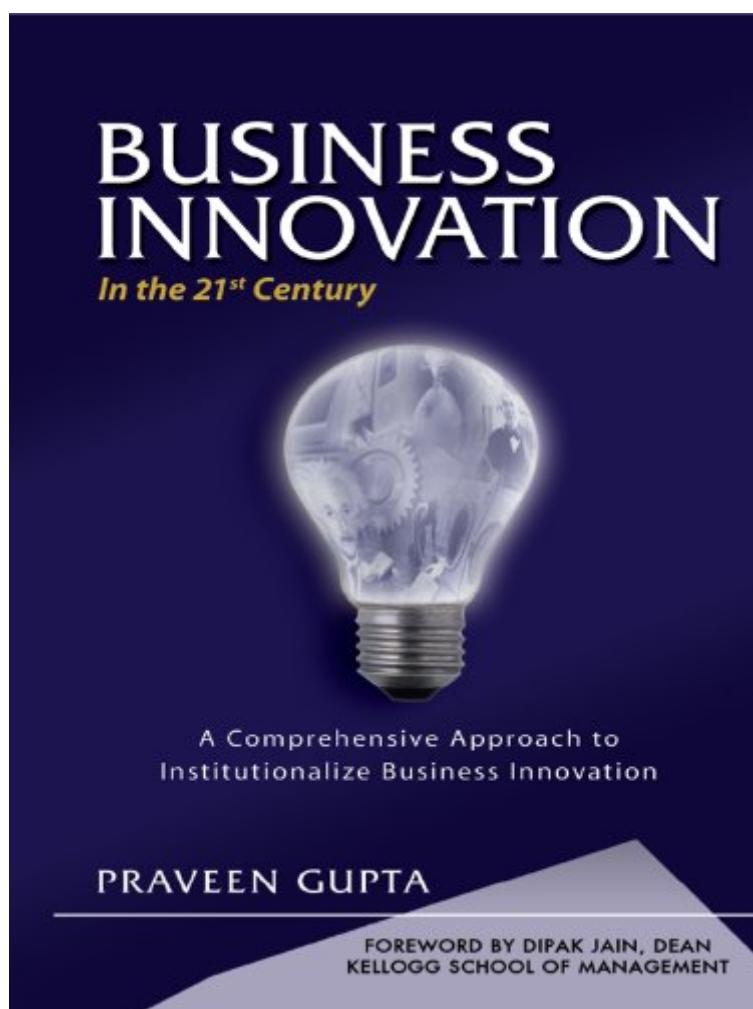


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# Business Innovation In The 21st Century



## **Synopsis**

The Business Innovation book, with Foreword by Dipak Jain, Dean, Kellogg School of Management, provides a framework for process of innovation in corporations for introducing new products, services, or solutions faster.\*\* Features -- Powerful new framework called Brinnovation; Types of innovation: Fundamental, Platform, Derivative, and Variation; Management of Innovation; Measures of innovation.\*\* Table of Contents -- Part I. Evolving Innovation -- History, Tools, creativity, innovation on demand; Part II. Understanding Innovation -- Brain processes, Framework, Deployment, Measures; Part III. Institutionalizing Innovation -- Service, Protecting, Commercializing, and Managing Innovation; Wisdom of Innovation by Bob Galvin, Former Chairman/CEO of Motorola.

## **Book Information**

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## **Customer Reviews**

Mr. Gupta has written an astonishing book about innovation, on a par with the great books about creativity by Arthur Koestler and Edward de Bono and Clayton Christensen's outstanding Innovator's Dilemma. If there is a single word to describe this book, that word is 'thorough'. Mr. Gupta creates a brief history of creativity and innovation starting at the stone age. He includes great thinker and inventors then delves into the many facets of creativity, exploring each in detail. In some ways, the book can serve as a textbook with excellent examples and even exercises. The book is

also a practical guide for any organization seeking to increase the innovation spirit among employees. The Say/Think tool is both productive and fun. Also included are many techniques for the solo innovator. Continuing with thoroughness, Mr. Gupta touches on innovation in five countries. He describes barriers to innovation. Like Clayton Christensen, Mr. Gupta delves into particular industries in depth. His perceptions about the telecommunications industry in which I worked are spot-on. There is much more to the book including a look at brain chemistry, a great investigation of customer experience, and more! As I turned the pages, I kept expecting the book to end and finding that there was still much more to read and more knowledge to gain. I will be re-reading this book for months. Then I can consult some of Mr. Gupta's long list of references. The book's scholarship is also 'thorough'.

For the past year I've been studying and researching to gain perspective on what seems to be the new business buzz of the millennia; innovation. Companies want it, industry and political leaders say it's critical, and the media hypes it to no end. I for one will be teaching it at the MBA-level come January 2011. Yet there are few avenues in which to journey that offer repeatable methodology. When people discuss innovation they use the word itself to try to encapsulate the process of innovation. They think that the more the word innovation is repeated the better the odds of producing innovation. Unfortunately it does not work that way. Others try to cover up a lack of methodology by placing emphasis on imagination, creativity and cultivating those two characteristics. As important as those two items are they too do not necessarily produce repeatable results. It would appear under those conditions one has to have a flash of genius or aha moment to survive. In this book however, Praveen Gupta scientifically proves that anyone can innovate quickly and often. He provides the framework and methodology for the innovative process. After reading *Business Innovation In the 21st Century*, I was so taken by this approach that I went out to Chicago to meet with Praveen and learn more of his methodology. After a week I confirmed that he is truly the leader in innovation and in this book he has compiled the most comprehensive information on the subject. If you want to become a master innovator and provide results over and over then you must read this book. There is nothing like it out there and this is sure to become the Six Sigma of leading, innovative companies.

An easy to read, interesting book. Maybe it could be a bit more practice oriented. However, it is a significant advance in comparison with other books on the topic.

Praveen takes a fresh look at Innovation where many others take a soft approach and describe high level intangibles. Fun read; I've leant it around my family and keep going back.

A good general read.

**BUSINESS INNOVATION** in the 21st Century  
There is much to learn by reading Business Innovation for those wanting profitable growth, or to personally become more creative and innovative. For example, author Praveen Gupta identifies 9 steps in the basic innovation process to help us realize "breakthrough solutions through innovative thinking." It's a continuous process. I recently had the privilege of speaking with Praveen Gupta for over two hours about his ideas and many accomplishments. His book reflects his intelligence, extensive experience, and original thinking. Business Innovation for the 21st Century is not a book that should be purchased and put on your shelf; it is a book about creativity and innovation that should be carefully read as it contains a wealth of information and great ideas. Then put it on your shelf but refer to it from time to time. Vern Burkhardt, Author for IdeaConnection

Great insights and thought creation.

This book is easy to follow and addresses creativity and innovation as a process/discipline that can be studied and applied.

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