



Leading Innovation: Creating Workplaces Where People Excel So Organizations Thrive

Brian McDermott, Gerry Sexton

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It's common to see the word "innovation" in mission statements, but it can't be mandated. By learning how to link innovation to real business needs and tapping into the creative forces of an organization's people, leaders and managers can build an environment based on innovation to grow business and thrive in a competitive world. Practical, proven techniques readers can adopt and benefit from immediately.

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