



Innovate to Grow

A Leader's Guide Achieving and Sustaining Faster Growth

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Details

This book offers frameworks and tools for managers aiming to achieve organic growth through innovation. The author, co-founder of the Mack Institute for Innovation Management at Wharton, explains that organic growth leaders excel at four innovation disciplines that enable a firm to outpace rivals. Each innovation discipline contributes to boosting the organic growth rate.

In a market hungry for insights on leveraging innovation for growth, this book stands out by offering a comprehensive strategy that connects innovative practices directly to organic growth. Drawing from interviews with global innovation leaders, it provides a robust and tested framework.

Packed with cases illustrating how companies seize opportunities sooner and attract top talent, this book will empower your firm to achieve faster growth than its rivals. Whether you're a seasoned leader or an aspiring manager, it will inspire you with actionable insights and proven strategies for fostering and sustaining growth through innovation. Dive in to discover how your company can lead the way in innovation-driven growth!