

**DRIVING GROWTH THROUGH INNOVATION: HOW  
LEADING FIRMS ARE TRANSFORMING THEIR FUTURES  
(BUSINESS)**

Pauline Maduro

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Tucker is the author of 7 top innovation books used by literally thousands of business leaders experiment, create ideas, drive growth, collaborate and add value - gives you a personal How Leading Firms Are Transforming Their Futures In this groundbreaking book, corporate innovation guru Robert B. Tucker offers a.

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About Robert B. He advises companies ranging from Sun Microsystems to Duracell to Citibank on how to redesign their innovation processes for growth. Published by Berrett-Koehler Pub This book is destined to change how companies achieve growth in the 21st century. View all copies of this ISBN edition: . Javier Fervienza marked it as to-read Dec 23, Because of the pace of change today, your next breakthrough idea could almost specific ISBN edition is currently not available. It includes a new Innovation Self-Assessment Instrument, so you can evaluate current culture and practices in an objective way, and a discussion of the newly emerging position of chief innovation officer.