



Driving Growth Through Innovation

Robert B Tucker, Robert B. Tucker

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Business managers know that cost-cutting measures cannot create long-term growth. Greater revenues require sustained innovation. In this book, Robert B. Tucker provides a practical method any business can use to identify opportunities and encourage innovations that capitalize on them.

Readers learn to create an environment that nurtures and rewards innovation; to ensure that creative ideas lead to breakthroughs; and to analyze and predict the future of their industry and their customers. Numerous case studies explore companies that have excelled at innovative thinking, detailing how their methods, procedures, and corporate cultures create sustained success.

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