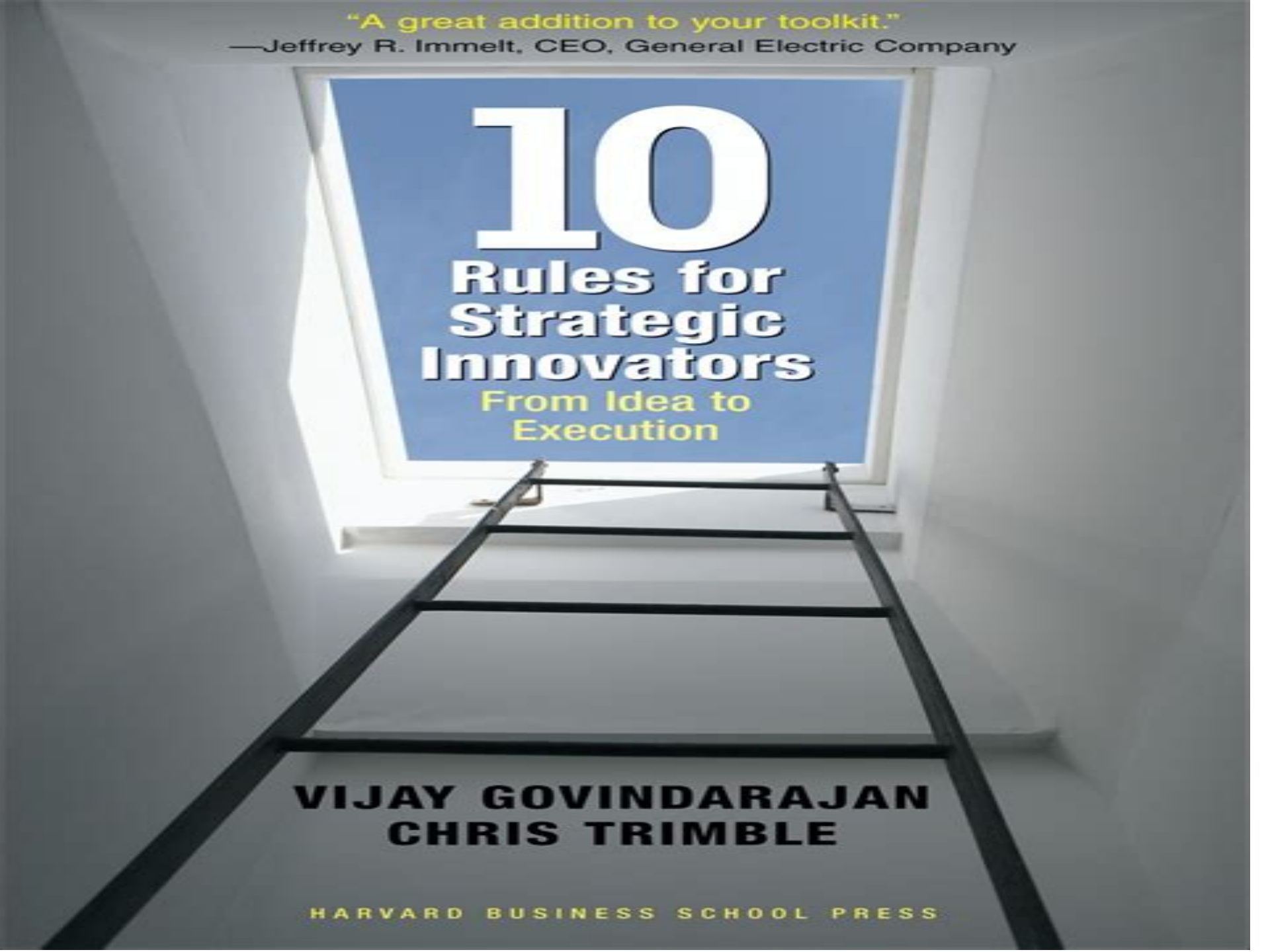


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10

Rules for Strategic Innovators

**From Idea to
Execution**

**VIJAY GOVINDARAJAN
CHRIS TRIMBLE**

HARVARD BUSINESS SCHOOL PRESS

Ten Rules For Strategic Innovators

Vijay Govindarajan, Chris Trimble



Ten Rules For Strategic Innovators:

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Ten Rules For Strategic Innovators: From Idea To Execution Vijay Govindarajan, 2007 **Ten Rules for Strategic Innovators** Vijay Govindarajan, Chris Trimble, 2005 Even world class companies with powerful and proven business models eventually discover limits to growth That s what makes emerging high growth industries so attractive With no proven formula for making a profit these industries represent huge opportunities for the companies that are fast enough and smart enough to capture them first But building tomorrow s businesses while simultaneously sustaining excellence in today s demands a delicate balance It is a mandatory quest but one that is fraught with contradiction and paradox Until now there has been little practical guidance Based on an in depth multiyear research study of innovative initiatives at ten large corporations Vijay Govindarajan and Chris Trimble identify three central challenges forgetting yesterday s successful processes and practices borrowing selected resources from the core business and learning how the new business can succeed The authors make recommendations regarding staffing leadership roles reporting relationships process design planning performance assessment incentives cultural norms and much more Breakthrough growth opportunities can make or break companies and careers Forget Borrow Learn is every leader s guide to execution in unexplored territory *10 Rules for Strategic Innovators* Vijay Govindarajan, Chris Trimble, 2005 Management System for Strategic Innovation Mitsuru Kodama, 2023-08-04 Strategic innovation dynamically brings about strategic positioning through new products services and business models and is a dynamic view of strategy that enables a corporation to maintain its competitive advantage and establish sustainable growth For these reasons corporations have to be innovators that can reinforce their existing positions through incremental innovation while at the same time constantly renewing or destroying existing business through radical innovation This book presents a holistic theoretical model The Strategic Innovation System as a system of capabilities for

companies to achieve strategic innovation As a subsystem of the Strategic Innovation System this book presents the concept of the Capabilities Building Map which has characteristics of four different capabilities that correspond to the elements of speed of changes and uncertainty in the environment faced by companies It explores how companies can change and even evolve their capabilities to achieve strategic innovation using the latest findings of the systems view the process view and dynamic capabilities view The author evaluates management systems that achieve sustainable strategic innovation by utilizing knowledge assets inside and outside of organizations including those of leaders rather than simply relying on leaders with strong will This book will primarily appeal to academics researchers and graduate students interested in innovation and technology management digital transformation as well as strategic management and strategy planning and a broader business audience

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Academy of Management Annual Meeting Academy of Management, 2007 **Symposium Articles**, 2008

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