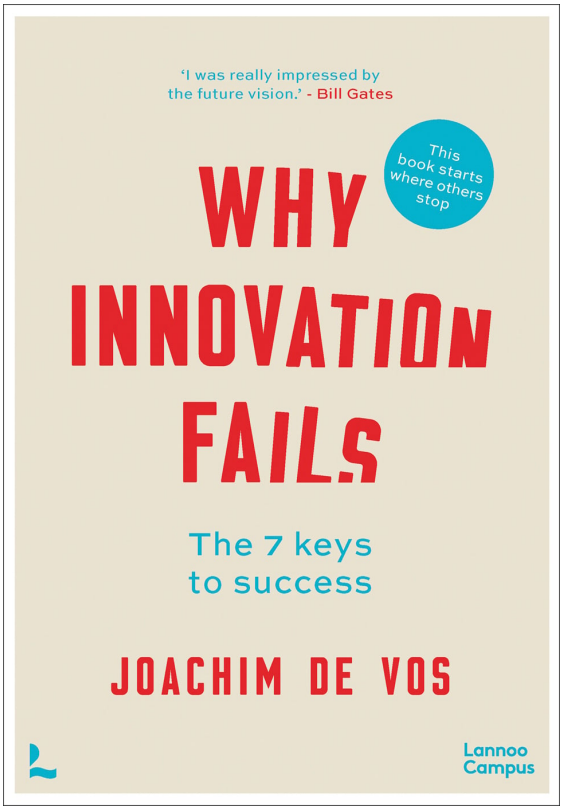
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Why Innovation Fails

The 7 Keys to Success

Joachim De Vos

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- Insights into the process of corporate and managerial innovation translated into a precise and practical approach
- Unique look behind the scenes of well-known innovation cases
- From one of the founders of Living Tomorrow, the House of the future

Exploring the dos and don'ts of sustainable corporate innovation, this book explains the most frequently made mistakes and highlights the most common pitfalls in the innovation process. To remain successful, organizations must be able to respond effectively to the fast pace of change or even stay one step ahead of it. To make this possible, it is crucial to look at the future in the right way. This means embracing uncertainty, seizing opportunities and recognizing threats in good time. Through the author's insightful and knowledgeable text, you will gain greater insight into the technological evolutions of the next 10 years and discover how this insight can be turned into a concrete approach that will build future-proof and successfully innovating companies and organisations.

Joachim De Vos is CEO TomorrowLab & Living Tomorrow – Entrepreneur – Professor at Ghent University – International keynote speaker – Futurist / Strategic Scenario Planner.

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