



Big Innovation Roadmap: Big Picture and Big Change

Ernest L Hughes

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This book explores a hypothetical Big Innovation Roadmap for increasing the adoption and scaling the practice of innovation across the enterprise in order to accelerate the creation, capture, and retention of value for an organization's stakeholders. Strategies for negotiating the right path and working together to effect innovation and change are discussed. Applied research, trends and cases in Big Innovation are also examined. These findings are the result of ongoing applied research programs on Big Innovation and Big Change, and two recent workshops on becoming a more innovative organization.

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