



# Innovation to the Core: A Blueprint for Transforming the Way Your Company Innovates

*Peter Skarzynski, Rowan Gibson*

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If you're like most business leaders, innovation now tops your corporate agenda. But despite all the talk and excitement about the importance of innovation, managers have so far found scant help for innovating in a systematic way that fuels consistent growth and sustained success.

In *Innovation to the Core*, Strategos CEO Peter Skarzynski and business strategist Rowan Gibson change all that. They share the accumulated wisdom from Strategos--the consulting firm Skarzynski co-founded with Gary Hamel that helps clients instill innovation into their very core. Drawing on a wealth of stories and examples, the book shows how companies of every stripe have overcome the barriers to successful, profitable innovation. You'll find parts devoted to crucial topics--such as how to organize the discovery process, generate strategic insights, enlarge your innovation pipeline, and maximize your return on innovation. Frequent hands-on tools--frameworks, checklists, probing questions--help you put the book's ideas into action.

Crafted in close coordination with Gary Hamel--the man who *Fortune* magazine has called "the world's leading expert on business strategy"--*Innovation to the Core* is the definitive fieldbook for making innovation a core competence in your organization.

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