

# **NEXT: Reinventing Your Future Through Innovation**

Seth Michael Stone

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Every leader or aspiring leader wants an edge. Today that edge comes through the power of effective innovation capacity. Gone are the days where giant corporations can put up seemingly insurmountable barriers to entry. Innovative thinking organizations small and large can leapfrog them in both profitability and productivity given the right tools.

The prescriptive methodology in these pages will show you the positive impact that a well-designed innovation program can have on organizational culture, design, values, strategy, and human resources. If you want to be a leader in your industry, you need to consistently produce ideas and get the good ones from the mind to the market, early and often. This starts with you!

Next will show you what it takes to create a successful and sustainable innovation program, regardless of the industry or market you are in.



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