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For Immediate Release

Driving Growth Through Innovation

How Leading Firms Are Transforming Their Futures

Second Edition, Revised and Updated

By Robert B. Tucker

“I spent 40 years developing new products for 3M [and] found myself agreeing with everything Robert Tucker says... Whether you are in a small business or a large company, I think you would profit by reading this book.” —Art Fry, inventor of 3M Post-it Notes

For many companies, mastering “innovation” is a daunting challenge. Other firms are achieving significant revenue growth because they’ve established systematic, sustainable approaches to commercializing ideas. Corporate innovation guru Robert B. Tucker offers a practical, simplified approach for designing and implementing an enterprise-wide innovation strategy in your company, and he gives you the best practices of twenty-three vanguard companies to guide your journey.

In *Driving Growth Through Innovation: How Leading Firms Are Transforming Their Futures*, you’ll learn how to:

- Establish a culture that nurtures, rewards, and incents innovation at every level and in every part of the company
- “Mine” the future of your customer or market and enable your company to spot new opportunities
- Fortify the “idea factory” to increase the input, throughput, and output of winning ideas
- Commercialize and sell innovations to maximize their potential for growth, profit, and competitive differentiation.

This second edition has been revised and updated throughout and includes a new self-assessment instrument so that readers can evaluate the innovation culture and practices of their organizations, as well as a discussion of the newly emerging position of chief innovation officer.

Robert B. Tucker is president of the Innovation Resource, an executive training and consulting firm. The author of six books, including the bestselling *Managing the Future: 10 Driving Forces of Change*, Tucker is a highly sought-after speaker and leadership coach. His clients include Nokia, IBM, American Express, AIG, Satyam, Nestlé, and many others. For more information, visit www.innovationresource.com.

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