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.

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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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